

The Burden of Excessive Alcohol Use in Wisconsin

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Penny Black, University of Wisconsin Population Health Institute
Jason Paltzer, University of Wisconsin Population Health Institute

Executive Summary

Excessive alcohol consumption in Wisconsin is a public health problem that affects every man, woman, and child living in the state. This study estimates the economic costs of excessive alcohol consumption in Wisconsin using a national study of the estimated economic cost of excessive alcohol consumption in the United States and Wisconsin's proportion of binge drinkers. Data from the national study, conducted in 2006 and published in 2011, was adjusted to 2012 dollars. The estimated cost of excessive alcohol consumption in Wisconsin was \$6.8 billion in 2012. This cost is borne by everyone in the state, not just the drinkers themselves. Revenue generated by current alcohol taxes covers less than 1% of the total economic cost.



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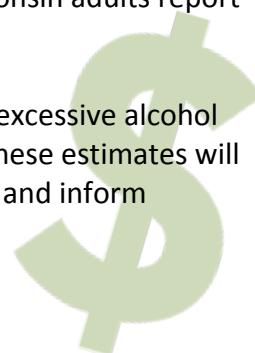
THE BURDEN OF EXCESSIVE ALCOHOL USE IN WISCONSIN

Introduction

Excessive alcohol consumption is one of Wisconsin's biggest public health issues. Excessive alcohol consumption is associated with many negative health and social consequences,¹⁻¹⁵ which come at a great economic cost. These consequences and associated economic costs are borne by individual users, family members, neighbors, and entire communities. Everyone who lives and works in Wisconsin is affected by the health and economic costs of excessive alcohol consumption.

In 2011, the most recent year data is available, excessive drinking in Wisconsin resulted in approximately **1529 deaths**,¹⁶ **48,578 hospitalizations**,¹⁷ **46,583 treatment admissions**,¹⁸ **60,221 arrests**,¹⁹ and **5,751 motor vehicle crashes** (2010).²⁰ Wisconsin ranks number 1 in the U.S. in rates of binge drinking and number 1 in intensity of drinking – Wisconsin adults report drinking an average of 9 drinks per occasion.²¹

The purpose of this report is to present estimates of the economic cost of excessive alcohol consumption in Wisconsin and its impact on the state. It is our hope that these estimates will be used to more fully assess the public health impact of excessive drinking and inform discussions of public policy.



Methods

Excessive Alcohol Consumption

For the purpose of this report, excessive alcohol consumption was defined as binge drinking (≥ 4 drinks per occasion for a woman, and ≥ 5 drinks per occasion for a man); heavy drinking (≥ 1 drink per day on average for a woman, and >2 drinks per day on average for a man); any alcohol consumption by youth aged <21 years; and any alcohol consumption by pregnant women. This definition is consistent with Centers for Disease Control and Prevention²¹ and National Institute on Alcoholism and Alcohol Abuse²² standards used to identify harmful patterns of alcohol consumption.

Economic Costs

National U.S. estimates of the economic costs of excessive alcohol consumption obtained by Bouchery, Hendrick, Sacks, Simon, and Brewer (2011)²³ were used to extrapolate economic costs in Wisconsin. Binge drinking is responsible for the majority (76%) of alcohol-related costs²³ and was therefore used to determine the percentage of the national estimates attributable to Wisconsin. The Consumer Price Index²⁴ (CPI) was used to adjust the 2006 estimates from Bouchery et al. to 2012 dollars. Other states have used a similar methodology for estimating alcohol-related costs including New Mexico²⁵, Oregon²⁶, and Minnesota.²⁷

State-level estimates:

1. National and Wisconsin binge drinking rates from the Behavioral Risk Factor Surveillance System²⁸ were multiplied by national and state adult (18 and older) population sizes²⁹ to obtain the estimated number of binge drinkers in the U.S. and Wisconsin. The number of Wisconsin binge drinkers was divided by the total number of binge drinkers in the

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U.S. to determine the percentage of U.S. binge drinkers coming from Wisconsin. (See calculations below)

2. National economic cost estimates were adjusted for inflation using the CPI for 2012.
3. Wisconsin's binge drinker percentage was multiplied by the adjusted national total and categorical economic cost estimates to determine the amount attributed to Wisconsin as a state.

Step 1

$$\begin{array}{rcl} \text{2010 WI Population (18+)} & \times & \text{Binge Drinking \%} \\ 4,367,605 & & 23\% \\ & & = \# \text{ of Binge Drinkers in WI} \\ & & 999,358 \end{array}$$

$$\begin{array}{rcl} \text{2010 US Population (18+)} & \times & \text{Binge Drinking \%} \\ 235,572,845 & & 16\% \\ & & = \# \text{ of Binge Drinkers in US} \\ & & 37,691,655 \end{array}$$

$$\begin{array}{rcl} \# \text{ of Binge Drinkers in WI} & \div & \# \text{ of Binge Drinkers in US} \\ 999,358 & & 37,691,655 \\ & & = \text{Proportion of Binge} \\ & & \text{Drinkers (18+) in WI} \\ & & 2.65\% \end{array}$$

Step 2

$$\begin{array}{rcl} \text{US National Estimate} \\ (\text{millions 2006 dollars}) & \times & \text{National CPI (2006 to 2012)} \\ \$223,478.60 & & 1.15 \\ & & = \text{US National Estimate} \\ & & (\text{millions 2012 dollars}) \\ & & \$257,000.39 \end{array}$$

Step 3

$$\begin{array}{rcl} \text{US National Estimate} \\ (\text{millions 2012 dollars}) & \times & \text{Proportion of Binge} \\ \$257,000.39 & & \text{Drinkers in WI} \\ & & 2.65\% \\ & & = \text{Costs Attributed to WI} \\ & & (\text{millions 2012 dollars}) \\ & & \$6,810.51 \end{array}$$

County-level estimates:

1. County-level binge drinking prevalence rates from Behavioral Risk Factor Surveillance System²⁸ were multiplied by county adult (18 and older) population sizes²⁹ to obtain the number of binge drinkers in each Wisconsin county.
2. The number of binge drinkers in each county was divided by the total number of binge drinkers in Wisconsin to determine the percentage of binge drinkers for each county.
3. The percentage of binge drinkers in each county was used to determine what proportion of Wisconsin's total and categorical alcohol-related costs are attributed to each county (Appendix 1).



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Bouchery et al. divided costs into the following sub-categories:

⇒ Healthcare

- Specialty care for abuse/dependence
- Hospitalizations for the 54 Alcohol-Related Disease Impact (ARDI) conditions³⁰ (primary diagnosis only)
- Fetal alcohol syndrome
- Health insurance administration
- Prevention and research
- Ambulatory care for the 54 ARDI conditions (primary diagnosis only)
- Nursing home costs
- Training of substance abuse and mental health professionals

⇒ Productivity (estimated earnings levels)

- Lost productivity while at work, home, or while institutionalized
- Premature mortality
- Incarceration of perpetrators
- Absenteeism
- Crime (loss of work among victims)
- Fetal alcohol syndrome

⇒ Other

- Criminal justice (police, court system, corrections, legal costs)
- Motor vehicle crashes
- Fire losses
- Crime victim property damage
- Fetal alcohol syndrome – special education

Bouchery et al. further identified who was responsible for paying the alcohol-related costs and the following percentages were carried over to determine the breakdown of costs in Wisconsin:

Table 1: Percentage of alcohol-related costs attributed to each payer type by category*²³

	Government	Excessive drinker and family	Others in society
Healthcare	60.9	10.3	28.8
Lost productivity	35.1	54.6	10.4
Criminal justice	98.8	1.1	0
Motor vehicle crashes	0	14.2	85.8
Other	65.8	4.8	29.3



Others in society includes private health insurers, employers, crime victims, and others.

*Totals may not equal 100% due to rounding adjustments

Per capita costs were determined by dividing the estimated state and county costs by the total population in the state and each county, respectively.

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Results

Economic Costs

The estimated total annual economic cost of excessive drinking in Wisconsin is \$6.8 billion. On a per capita basis, this cost is approximately \$1,198 for each man, woman, and child in Wisconsin. Of the total cost, \$2.9 billion came from impaired productivity; \$2 billion came from premature mortality costs; \$749 million came from increased healthcare costs; \$649 million came from criminal justice costs; \$418 million came from motor vehicle costs; and \$90 million came from other effects.

Healthcare Costs

Of the \$749 million in health expenditures attributable to alcohol, \$325 million (43.4%) was from specialty treatment for alcohol abuse and dependence and \$156 million (20.8%) from hospitalizations for other medical conditions stemming from excessive drinking.

Lost Productivity Costs

The two largest productivity losses were from lost productivity at work, estimated at \$1.3 billion (45.9%) and \$1.2 billion (40.3%) in lost productivity in premature mortality.

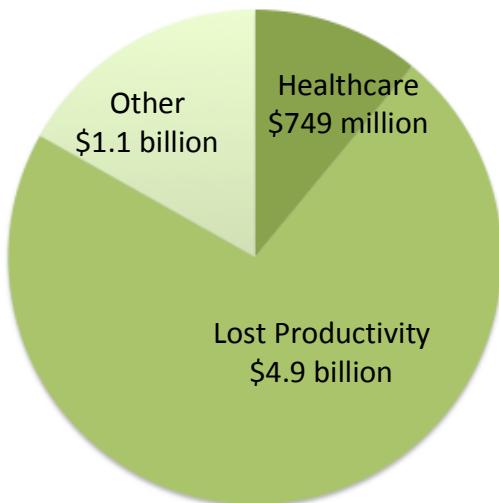
Other Costs

The two largest costs were criminal justice system costs (55.7%) and motor vehicle crashes (36.4%). Of the \$649 million in Wisconsin criminal justice system costs, Bouchery et al. determined 76.8%, or \$498 million in Wisconsin, came from crimes that would not be thought of as solely alcohol-attributable (e.g., assault) as opposed to obviously alcohol-attributable crimes like driving under the influence of alcohol.

Of the total \$498 million cost of alcohol-attributable crime, 43.8% came from crash-related costs from driving under the influence, 17.2% came from corrections costs, and 15.1% came from lost productivity associated with homicide.

Who Bears the Cost

In Wisconsin, \$2.9 billion of the total economic cost of excessive alcohol was borne by government, including federal, state, and local government agencies (Table 2); \$2.8 billion use was borne by excessive drinkers and their family members; and \$1.1 billion was borne by others in society, including private health insurers, employers, and others.



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Table 2: US National and Wisconsin alcohol cost estimates by category and payer (\$, millions)

	2006 National Estimate (Bouchery, 2011)		2012 National Estimate (adjusted for inflation)		2012 Wisconsin Estimate	
	Society ^a	Government ^b	Society	Government	Society	Government
TOTAL	223,478.6	94,195.8	257,000.4	108,325.2	6,810.5	2,867.2
Healthcare	24,555.6	14,954.4	28,238.9	17,197.5	748.7	456.0
Lost productivity	161,286.1	56,611.4	185,479.0	65,103.1	4,917.8	1,726.1
Criminal justice	20,972.7	20,742.0	24,118.6	23,853.3	639.5	632.4
Motor vehicle crashes	13,718.4	0	15,776.2	0	418.3	0
Other	2,945.9	1,938.4	3,387.8	2,229.2	89.8	59.1

^a Society refers to all payers (government, excessive drinker and family, and others in society)

^b Government refers to all government entities; Federal, State, and local.

Discussion

The burden of excessive alcohol consumption in Wisconsin is manifested in social, health, and economic damages. Although this burden is not shared equally by everyone in the state, its impact is felt by everyone because many of the costs filter throughout the economy via higher insurance rates, diverted government spending to address substance abuse related crimes and consequences, lost economic output, and higher healthcare costs.

It should be noted that, although the \$6.8 billion figure is the best currently available estimate of the cost of excessive drinking in Wisconsin, Bouchery et al. caution that it is a substantial underestimate due to data limitations, conservative estimates, and the non-inclusion of intangible costs like pain, suffering, and bereavement.

Despite these limitations, this study shows that the economic impact of excessive alcohol consumption is carried by people other than the excessive drinkers themselves. The \$70 million (2012 dollars) in 2011 state revenues from alcohol taxes³¹ do not begin to cover the economic costs (Appendix 2).

Effective interventions to reduce excessive alcohol consumption — including increasing alcohol excise taxes, limiting alcohol outlet density, maintaining and enforcing the minimum legal drinking age of 21 years, and specific countermeasures for alcohol-impaired driving such as sobriety checkpoints — are available but are underutilized in reducing the health, social, and economic impacts of excessive drinking. For more information regarding evidence-based prevention strategies, visit What Works for Health (<http://whatworksforhealth.wisc.edu/>), the Wisconsin State Council on Alcohol and Other Drug Abuse's report on Alcohol, Culture and Environment (<http://scaoda.state.wi.us/docs/ace/ACE2011reprint.pdf>), and The Community Guide (<http://www.thecommunityguide.org/index.html>).

Estimates of the economic cost of excessive alcohol consumption in each county are provided to facilitate local discussion, planning, and action.

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29. U.S. Census Bureau: American Fact Finder. 2010 population estimates.
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31. Wisconsin Department of Revenue. Taxable liters by month for received dates from 1/1/2011 to 12/31/2011.

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Appendix 1 – Proportion of Binge Drinkers by County

Adams	0.4%	Marathon	2.2%
Ashland	0.3%	Marinette	0.8%
Barron	0.9%	Marquette	0.3%
Bayfield	0.2%	Menominee	0.1%
Brown	4.7%	Milwaukee	15.0%
Buffalo	0.2%	Monroe	0.9%
Burnett	0.2%	Oconto	1.0%
Calumet	1.4%	Oneida	0.6%
Chippewa	1.0%	Outagamie	4.0%
Clark	0.6%	Ozaukee	1.1%
Columbia	1.3%	Pepin	0.1%
Crawford	0.3%	Pierce	1.0%
Dane	9.6%	Polk	0.9%
Dodge	1.7%	Portage	1.1%
Door	0.6%	Price	0.2%
Douglas	0.9%	Racine	3.7%
Dunn	0.6%	Richland	0.2%
Eau Claire	2.4%	Rock	2.9%
Florence	0.1%	Rusk	0.2%
Fond du Lac	1.7%	St. Croix	1.5%
Forest	0.2%	Sauk	1.0%
Grant	1.1%	Sawyer	0.3%
Green	0.6%	Shawano	0.7%
Green Lake	0.2%	Sheboygan	2.8%
Iowa	0.4%	Taylor	0.4%
Iron	0.1%	Trempealeau	0.6%
Jackson	0.3%	Vernon	0.6%
Jefferson	1.5%	Vilas	0.3%
Juneau	0.4%	Walworth	1.7%
Kenosha	2.4%	Washburn	0.2%
Kewaunee	0.5%	Washington	2.3%
La Crosse	1.5%	Waukesha	5.4%
Lafayette	0.2%	Waupaca	1.0%
Langlade	0.5%	Waushara	0.4%
Lincoln	0.5%	Winnebago	3.2%
Manitowoc	1.7%	Wood	0.1%

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Appendix 2 – Wisconsin Liquor Taxable Liters, 2011

	Quantity in liters (%)	Tax (\$/liter)	Total Tax Revenue
Spirits	49,970,914 (3.7)	\$0.89	\$44,324,201
Wine (under 14%)	47,715,124 (3.5)	\$0.07	\$3,149,198
Wine (over 14%)	3,082,787 (0.2)	\$0.12	\$366,852
Cider	1,182,824 (0.1)	\$0.02	\$20,108
Beer ^a	1,255,787,612 (92.5)	\$0.02	\$21,348,389
TOTAL	1,357,739,261 (100)		\$69,208,748

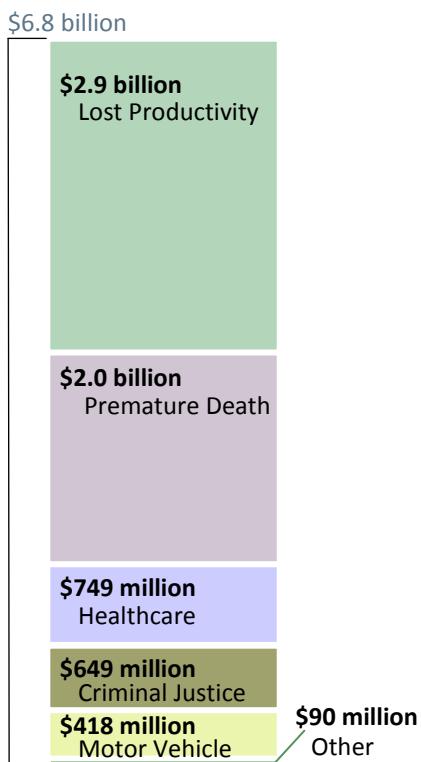
^a Beer quantity and tax was calculated based on 31-gallon barrels taxed at \$2.00/barrel with 3.785 liters/gallon

Source: Wisconsin Department Revenue 2011 Liquor Taxable Liters, 2011

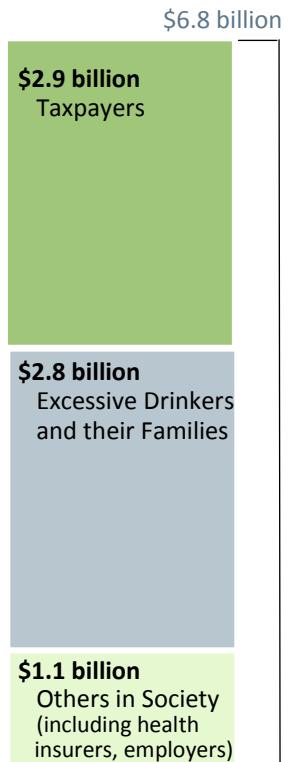
The Burden of Excessive Alcohol Use in Wisconsin

Annual economic cost of excessive alcohol use in Wisconsin **\$6.8 BILLION**

What We Pay For^{1,2}



We All Pay^{1,2}



Alcohol tax collection falls short

A pie chart titled "Alcohol tax collection falls short" showing that Wisconsin collected only 1% of the \$6.8 billion in economic costs attributed to excessive alcohol use. The chart consists of a single light blue slice labeled "1%".

Wisconsin collected \$69 million in alcohol taxes in 2011^{2,3} — 1% of the \$6.8 billion in economic costs attributed to excessive alcohol use.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption contributed to at least:

- 1,529 deaths⁴
- 48,578 hospitalizations⁵
- 46,583 treatment admissions⁶
- 60,221 arrests⁷
- 5,751 motor vehicle crashes⁸

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

High Consumption

Wisconsin's annual alcohol consumption is 28% higher than the national average.⁹



#1 in Binge Drinking

Wisconsin ranks highest among all states in binge drinking, an important risk factor for alcohol related injuries and deaths.⁹

Binge drinking = 5+ drinks on an occasion for men; 4+ drinks for women.

Excessive alcohol use in Wisconsin costs

\$1,200 per person

Suggested Citation

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References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41 (5):516-524, 2011.
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- 3 Wisconsin Department of Revenue. Taxable liters by month for received dates from 1/1/2011 to 12/31/2011.
- 4 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
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- 8 Wisconsin Department of Transportation. 2010 Wisconsin Traffic Crash Facts, Section V: Alcohol. 2011.
- 9 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



For questions regarding this report, please contact Penny Black at pdblack@wisc.edu



For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

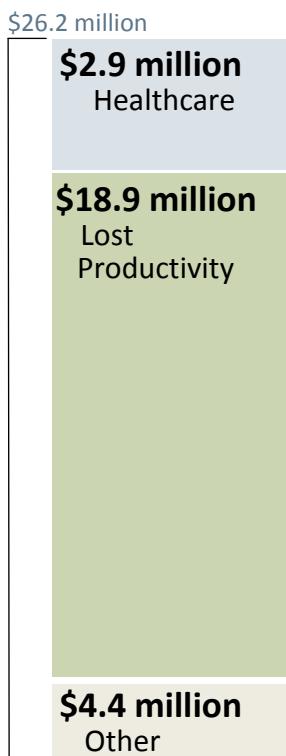


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2013

The Cost of Excessive Alcohol Use in Adams County

Annual economic cost of excessive alcohol use in Adams County **\$26.2 MILLION**

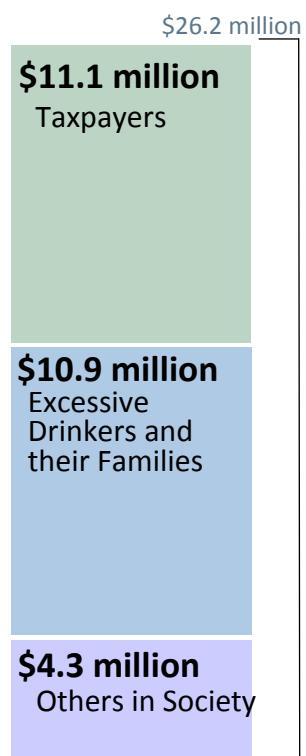
What We Pay For¹



Adams County population: 20,875²

Cost per Adams County resident: \$1,257.06

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Adams County contributed to at least:

- 9 alcohol-related deaths³
- 7 alcohol-related hospitalizations⁴
- 208 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

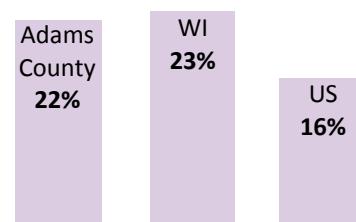
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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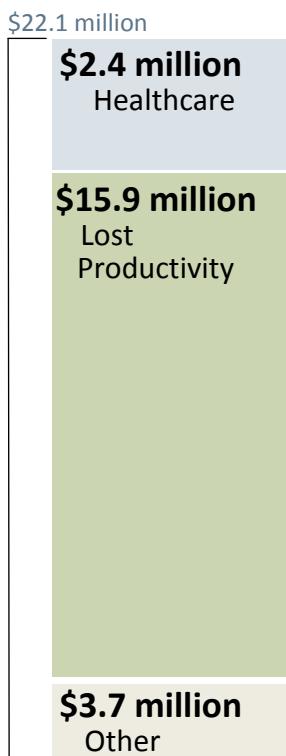
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Ashland County

Annual economic cost of excessive alcohol use in Ashland County

\$22.1 MILLION

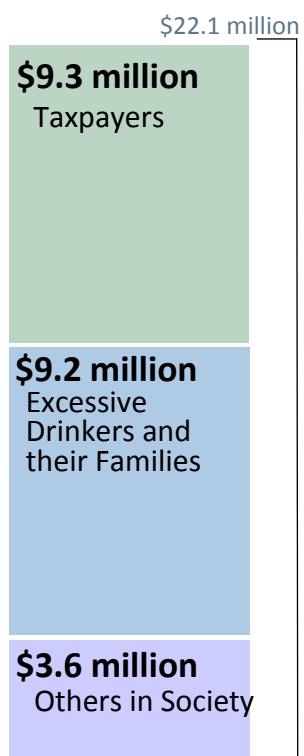
What We Pay For¹



Ashland County population: 16,157²

Cost per Ashland County resident: \$1,365.06

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Ashland County contributed to at least:

- 5 alcohol-related deaths³
- 264 alcohol-related hospitalizations⁴
- 145 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

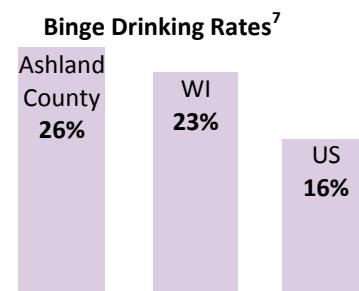
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. *Morbidity and Mortality Weekly Report*; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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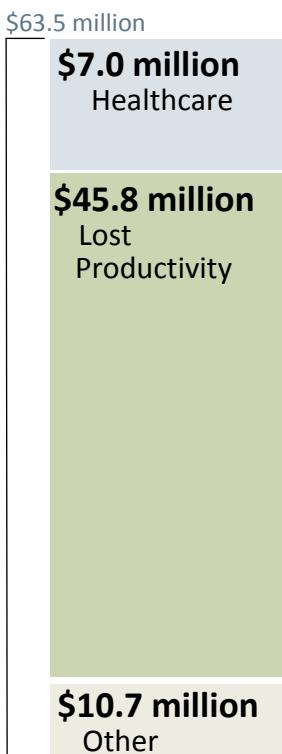
Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Barron County

Annual economic cost of excessive alcohol use in Barron County

\$63.5 MILLION

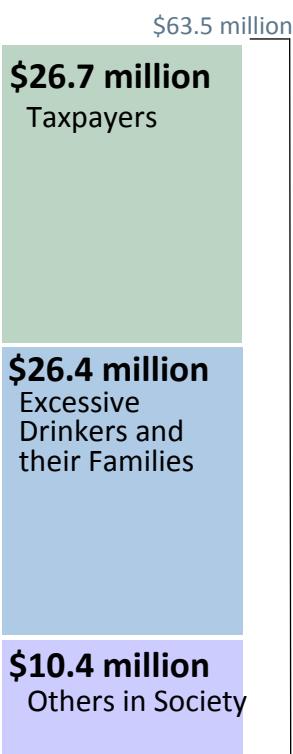
What We Pay For¹



Barron County population: 45,870²

Cost per Barron County resident: \$1,384.56

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Barron County contributed to at least:

- 12 alcohol-related deaths³
- 367 alcohol-related hospitalizations⁴
- 388 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

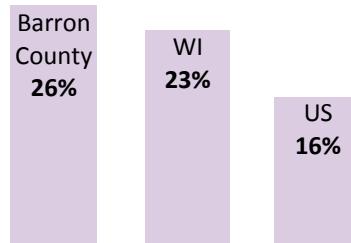
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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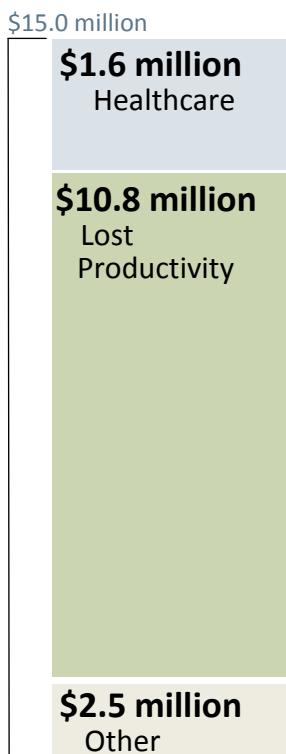


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Bayfield County

Annual economic cost of excessive alcohol use in Bayfield County **\$15.0 MILLION**

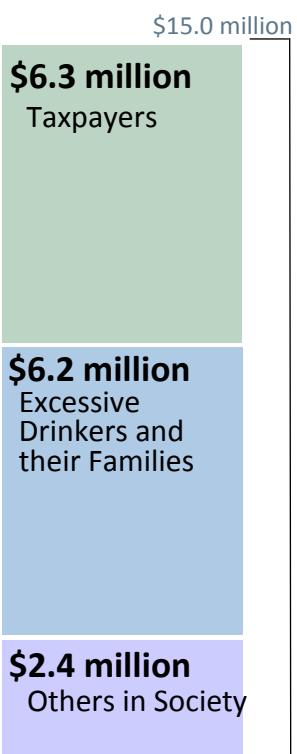
What We Pay For¹



Bayfield County population: 15,012²

Cost per Bayfield County resident: \$996.59

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Bayfield County contributed to at least:

- 6 alcohol-related deaths³
- 147 alcohol-related hospitalizations⁴
- 36 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

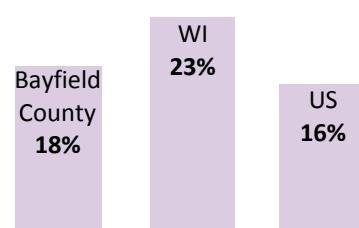
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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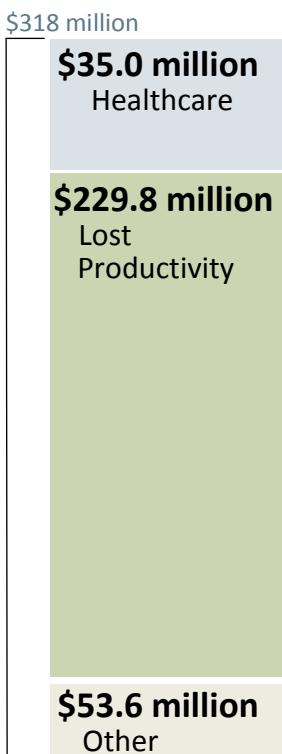


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Brown County

Annual economic cost of excessive alcohol use in Brown County **\$318 MILLION**

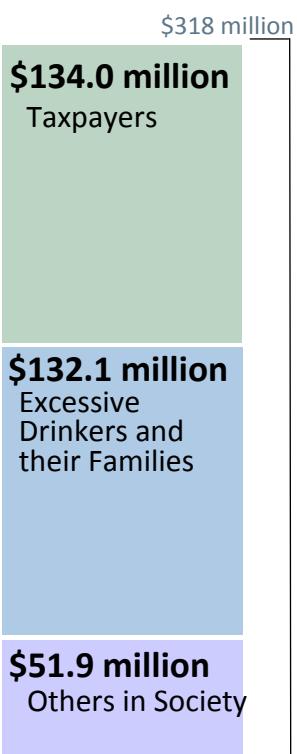
What We Pay For¹



Brown County population: 248,007²

Cost per Brown County resident: \$1,283.58

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Brown County contributed to at least:

- 59 alcohol-related deaths³
- 2,030 alcohol-related hospitalizations⁴
- 3,024 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

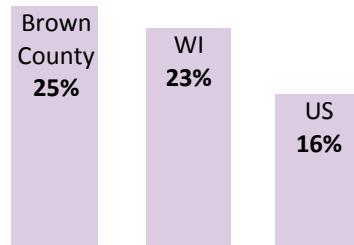
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge Drinking Rates⁷

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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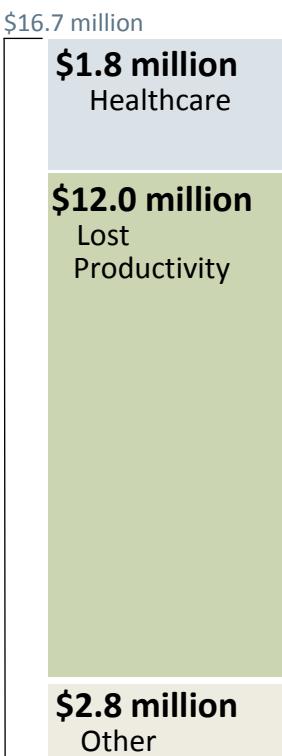
Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Buffalo County

Annual economic cost of excessive alcohol use in Buffalo County

\$16.7 MILLION

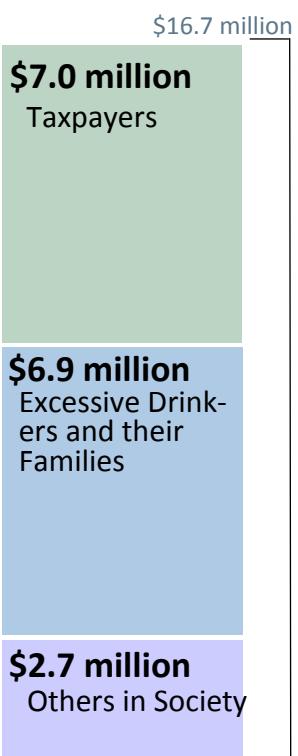
What We Pay For¹



Buffalo County population: 13,587²

Cost per Buffalo County resident: \$1,227.94

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Buffalo County contributed to at least:

- 6 alcohol-related deaths³
- 83 alcohol-related hospitalizations⁴
- 128 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

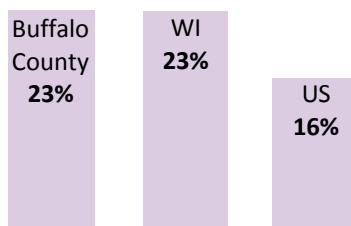
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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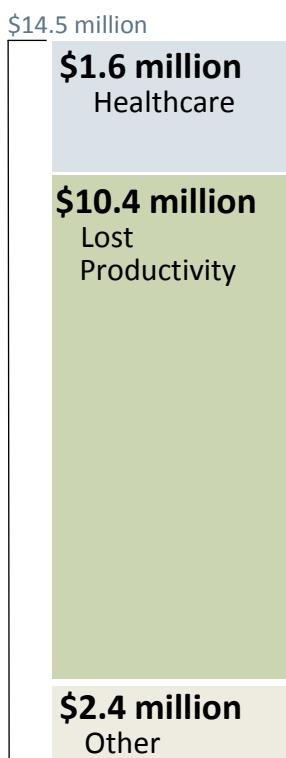
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2013

The Cost of Excessive Alcohol Use in Burnett County

Annual economic cost of excessive alcohol use in Burnett County

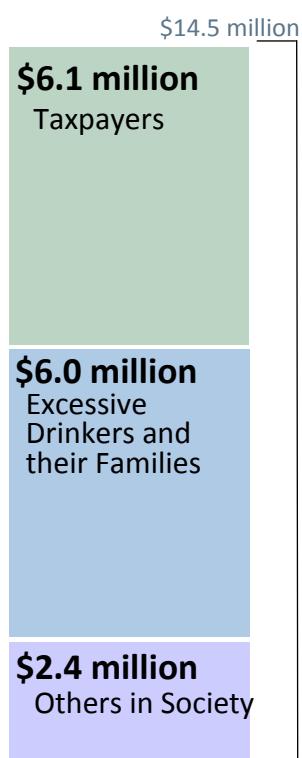
\$14.5 MILLION

What We Pay For¹



Cost per Burnett County resident: \$935.43

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Burnett County contributed to at least:

- 5 alcohol-related deaths³
- 85 alcohol-related hospitalizations⁴
- 77 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

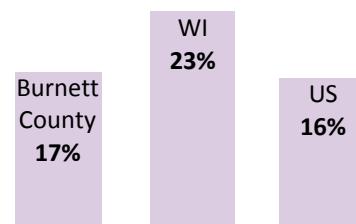
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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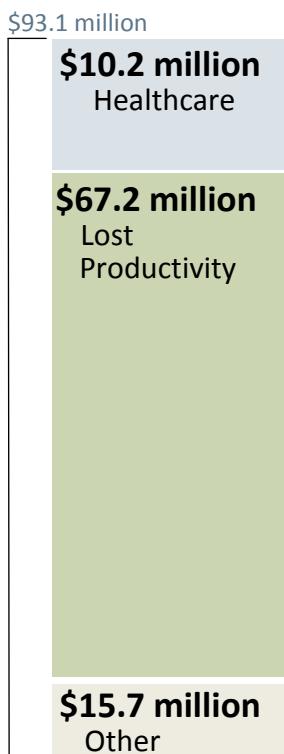
Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Calumet County

Annual economic cost of excessive alcohol use in Calumet County

\$93.1 MILLION

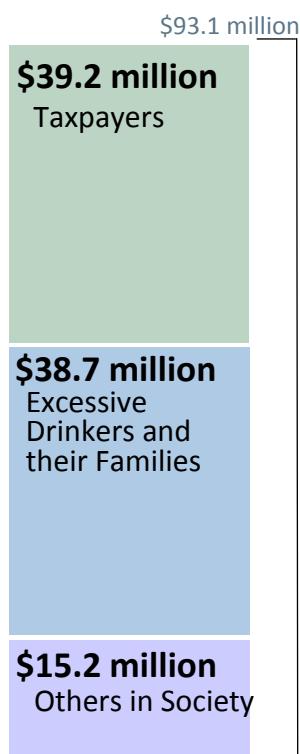
What We Pay For¹



Calumet County population: 48,971²

Cost per Calumet County resident: \$1,901.81

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Calumet County contributed to at least:

- 10 alcohol-related deaths³
- 119 alcohol-related hospitalizations⁴
- 189 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

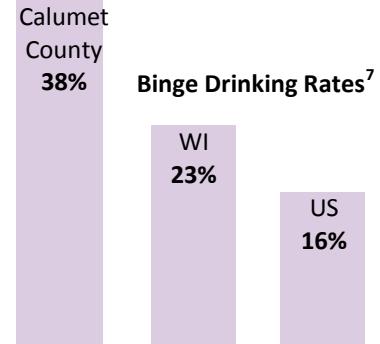
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

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References and Notes

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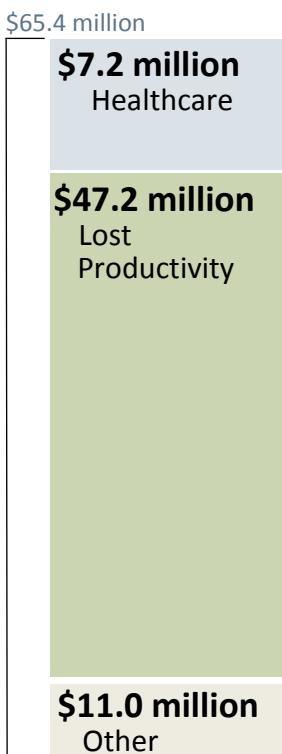
Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Chippewa County

Annual economic cost of excessive alcohol use in Chippewa County

\$65.4 MILLION

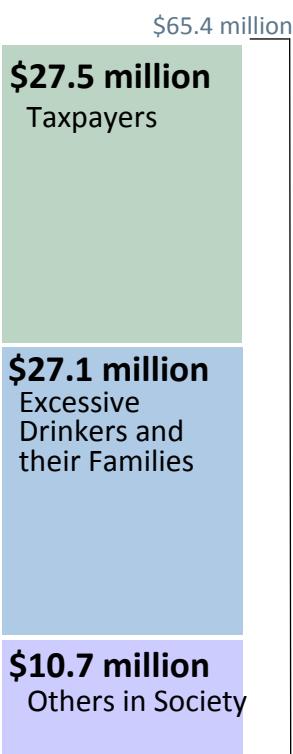
What We Pay For¹



Chippewa County population: 62,415²

Cost per Chippewa County resident: \$1,047.32

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Chippewa County contributed to at least:

- 16 alcohol-related deaths³
- 521 alcohol-related hospitalizations⁴
- 586 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

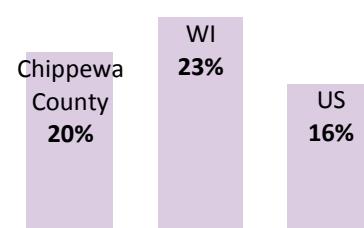
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



For questions regarding this report, please contact Penny Black at pdblack@wisc.edu



For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org



Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Clark County

Annual economic cost of excessive alcohol use in Clark County

\$38.6 MILLION

What We Pay For¹

\$38.6 million

\$4.2 million
Healthcare

\$27.9 million
Lost
Productivity

\$6.5 million
Other



Clark County population: 34,690²

Cost per Clark County resident: \$1,113.46

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$38.6 million

\$16.3 million
Taxpayers

\$16.0 million
Excessive
Drinkers and
their Families

\$6.3 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Clark County contributed to at least:

- 8 alcohol-related deaths³
- 242 alcohol-related hospitalizations⁴
- 326 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷

Clark
County
23%

WI
23%

US
16%

Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Columbia County

Annual economic cost of excessive alcohol use in Columbia County

\$86.6 MILLION

What We Pay For¹

\$86.6 million

\$9.5 million
Healthcare

\$62.5 million
Lost
Productivity

\$14.6 million
Other



Columbia County population: 56,833²

Cost per Columbia County resident: \$1,524.55

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$86.6 million

\$36.5 million
Taxpayers

\$36.0 million
Excessive
Drinkers and
their Families

\$14.1 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Columbia County contributed to at least:

- 15 alcohol-related deaths³
- 518 alcohol-related hospitalizations⁴
- 781 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

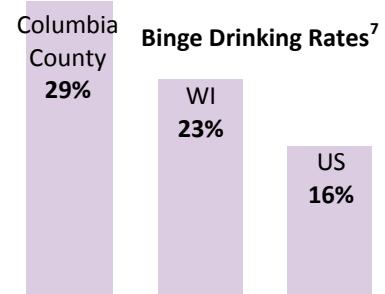
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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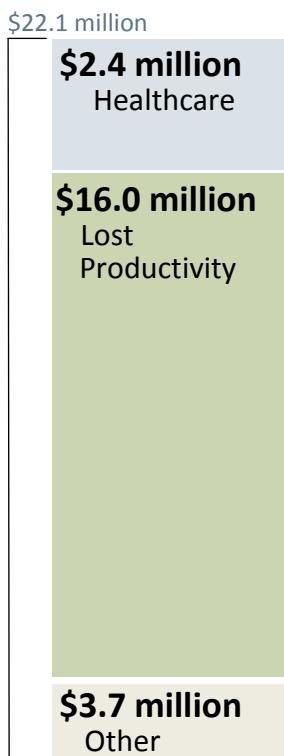


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Crawford County

Annual economic cost of excessive alcohol use in Crawford County **\$22.1 MILLION**

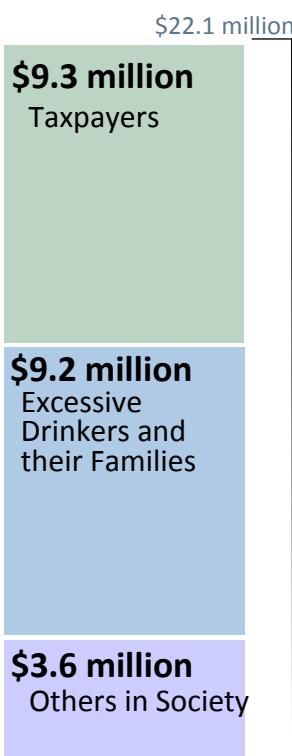
What We Pay For¹



Crawford County population: 16,644²

Cost per Crawford County resident: \$1,329.61

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Crawford County contributed to at least:

- 5 alcohol-related deaths³
- 115 alcohol-related hospitalizations⁴
- 131 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

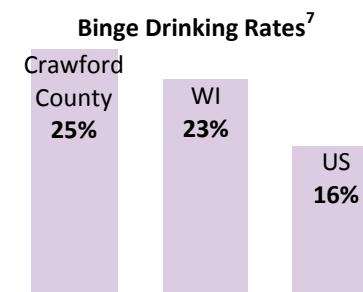
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Dane County

Annual economic cost of excessive alcohol use in Dane County

\$654.8 MILLION

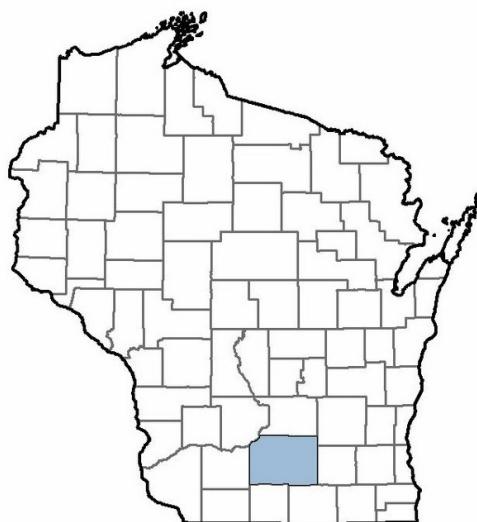
What We Pay For¹

\$654.8 million

\$72.0 million
Healthcare

\$472.6 million
Lost
Productivity

\$110.3 million
Other



Dane County population: 488,073²

Cost per Dane County resident: \$1,341.54

We All Pay¹

\$654.8 million

\$275.7 million
Taxpayers

\$271.7 million
Excessive
Drinkers and
their Families

\$106.7 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Dane County contributed to at least:

- 98 alcohol-related deaths³
- 3,706 alcohol-related hospitalizations⁴
- 5,824 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge Drinking Rates⁷

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Dane
County
25%

WI
23%

US
16%

Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Dodge County

Annual economic cost of excessive alcohol use in Dodge County **\$113.7 MILLION**

What We Pay For¹

\$113.7 million

\$12.5 million
Healthcare

\$82.1 million
Lost
Productivity

\$19.2 million
Other



Dodge County population: 88,759²

Cost per Dodge County resident: \$1,281.33

We All Pay¹

\$113.7 million

\$47.9 million
Taxpayers

\$47.2 million
Excessive
Drinkers and
their Families

\$18.5 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Dodge County contributed to at least:

- 21 alcohol-related deaths³
- 675 alcohol-related hospitalizations⁴
- 762 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷

Dodge
County
24%

WI
23%

US
16%

Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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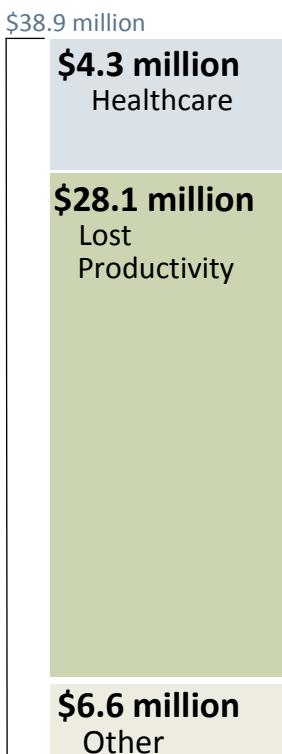
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Door County

Annual economic cost of excessive alcohol use in Door County

\$38.9 MILLION

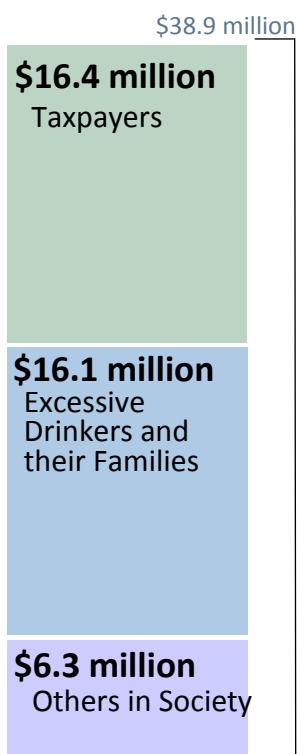
What We Pay For¹



Door County population: 27,785²

Cost per Door County resident: \$1,399.50

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Door County contributed to at least:

- 7 alcohol-related deaths³
- 211 alcohol-related hospitalizations⁴
- 296 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

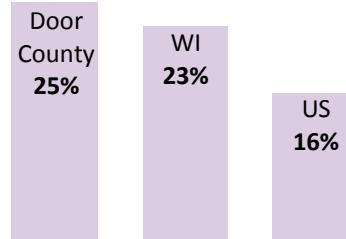
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
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- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Douglas County

Annual economic cost of excessive alcohol use in Douglas County

\$59.2 MILLION

What We Pay For¹

\$59.2 million

\$6.5 million
Healthcare

\$42.8 million
Lost
Productivity

\$10.0 million
Other



Cost per Douglas County resident: \$1,341.54

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$59.2 million

\$24.9 million
Taxpayers

\$24.6 million
Excessive
Drinkers and
their Families

\$9.7 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Douglas County contributed to at least:

- 13 alcohol-related deaths³
- 49 alcohol-related hospitalizations⁴
- 512 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

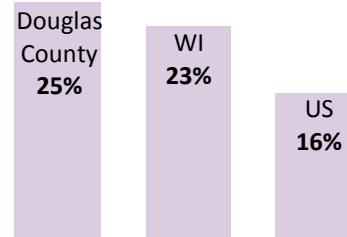
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

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- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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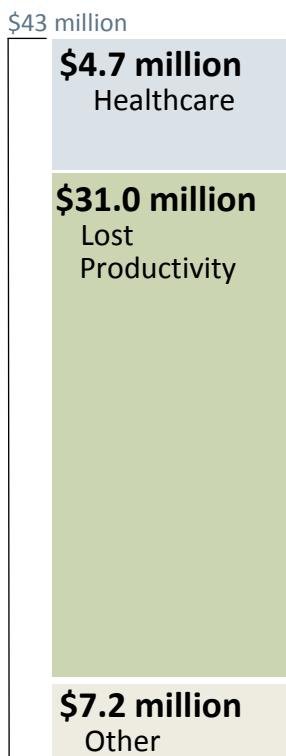
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Dunn County

Annual economic cost of excessive alcohol use in Dunn County

\$43 MILLION

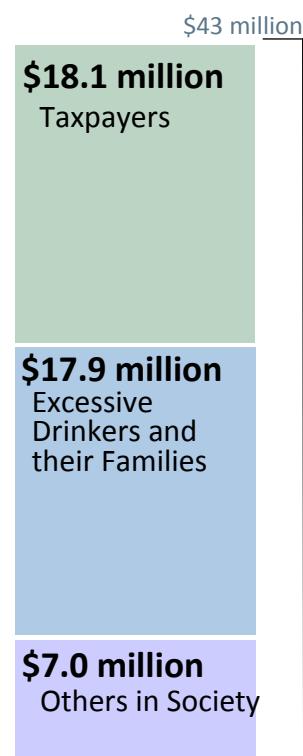
What We Pay For¹



Dunn County population: 43,857²

Cost per Dunn County resident: \$980.64

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Dunn County contributed to at least:

- 11 alcohol-related deaths³
- 281 alcohol-related hospitalizations⁴
- 1035 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

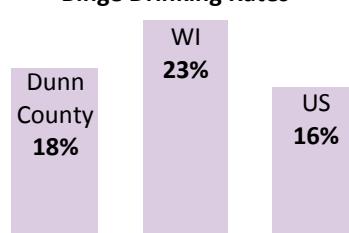
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
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2013

The Cost of Excessive Alcohol Use in Eau Claire County

Annual economic cost of excessive alcohol use in Eau Claire County **\$160.4 MILLION**

What We Pay For¹

\$160.4 million

\$17.6 million
Healthcare

\$115.7 million
Lost
Productivity

\$27.0 million
Other



Eau Claire County population: 98,736²

Cost per Eau Claire County resident: \$1,624.17

We All Pay¹

\$160.4 million

\$67.5 million
Taxpayers

\$66.6 million
Excessive
Drinkers and
their Families

\$26.1 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Eau Claire County contributed to at least:

- 19 alcohol-related deaths³
- 1,115 alcohol-related hospitalizations⁴
- 1829 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

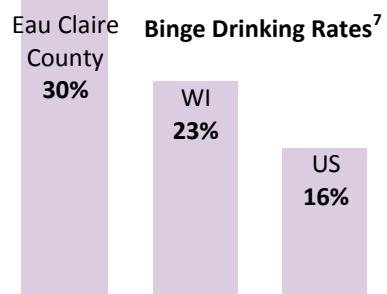
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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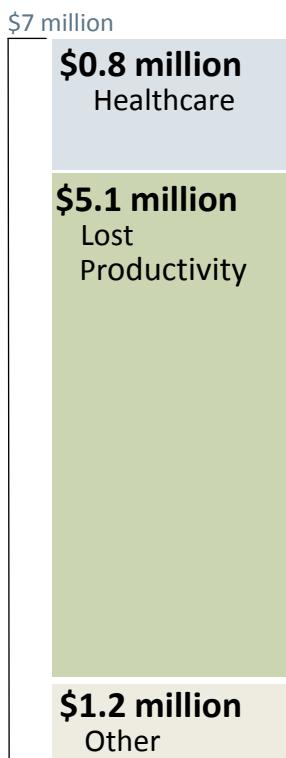
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Florence County

Annual economic cost of excessive alcohol use in Florence County

\$7 MILLION

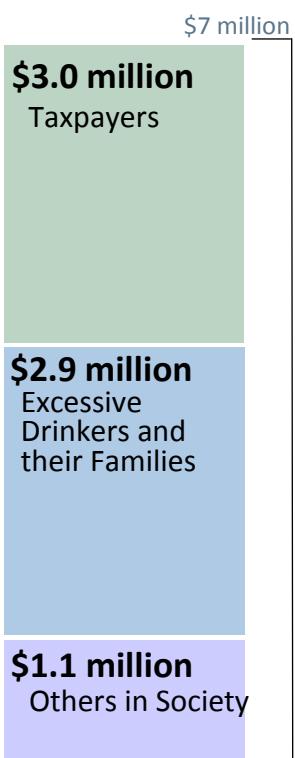
What We Pay For¹



Florence County population: 4,423²

Cost per Florence County resident: \$1,584.62

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Florence County contributed to at least:

- 3 alcohol-related deaths³
- 19 alcohol-related hospitalizations⁴
- 33 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

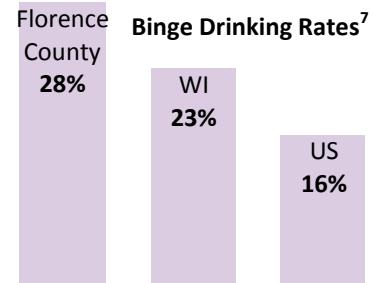
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
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Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Fond du Lac County

Annual economic cost of excessive alcohol use in Fond du Lac County **\$118.2 MILLION**

What We Pay For¹

\$118.2 million

\$13.0 million
Healthcare

\$85.3 million
Lost
Productivity

\$19.9 million
Other



Fond du Lac County population: 101,633²

Cost per Fond du Lac County resident: \$1,162.55

We All Pay¹

\$118.2 million

\$49.7 million
Taxpayers

\$49.0 million
Excessive
Drinkers and
their Families

\$19.3 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Fond du Lac County contributed to at least:

- 24 alcohol-related deaths³
- 829 alcohol-related hospitalizations⁴
- 1,046 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

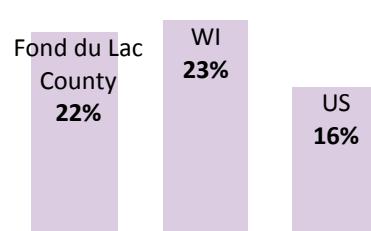
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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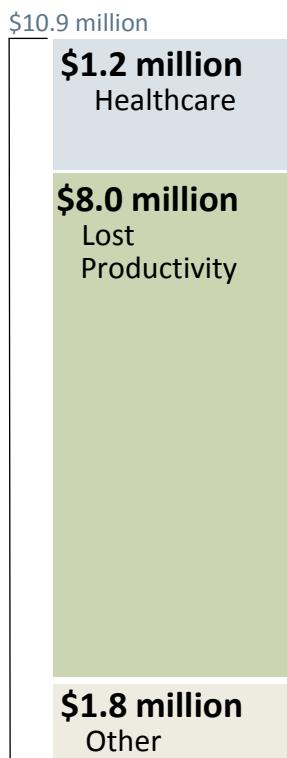
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Forest County

Annual economic cost of excessive alcohol use in Forest County

\$10.9 MILLION

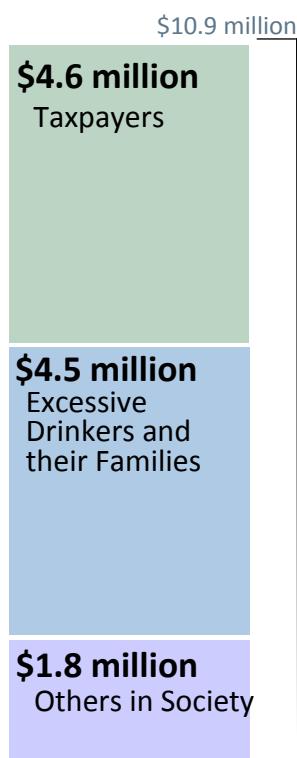
What We Pay For¹



Forest County population: 9,304²

Cost per Forest County resident: \$1,174.55

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Forest County contributed to at least:

- 5 alcohol-related deaths³
- 111 alcohol-related hospitalizations⁴
- 85 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

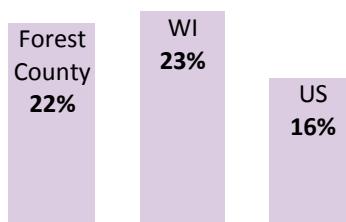
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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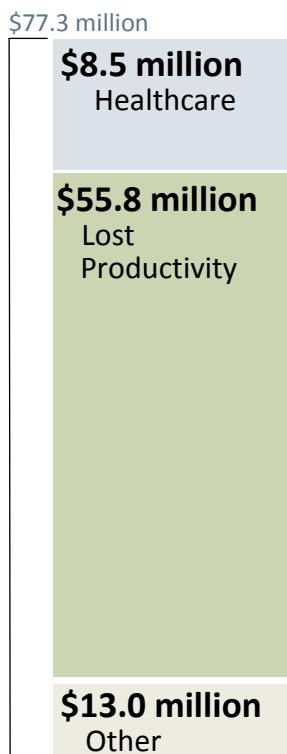
Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Grant County

Annual economic cost of excessive alcohol use in Grant County

\$77.3 MILLION

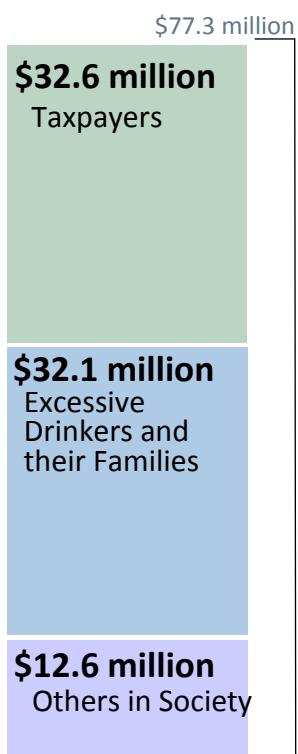
What We Pay For¹



Grant County population: 51,208²

Cost per Grant County resident: \$1,510.16

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Grant County contributed to at least:

- 10 alcohol-related deaths³
- 207 alcohol-related hospitalizations⁴
- 840 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

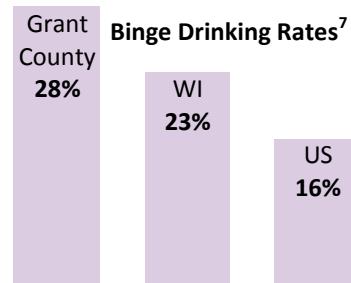
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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2013

The Cost of Excessive Alcohol Use in Green County

Annual economic cost of excessive alcohol use in Green County

\$44 MILLION

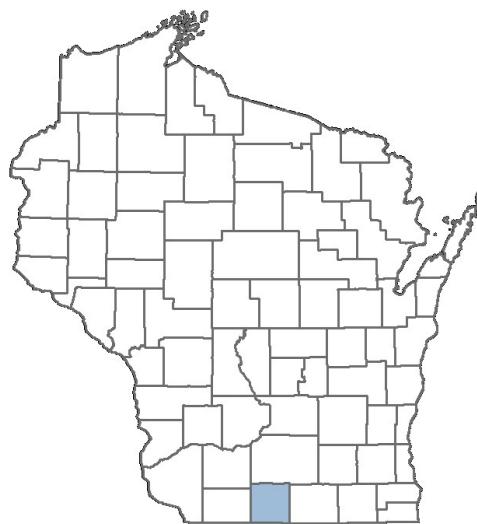
What We Pay For¹

\$44 million

\$4.8 million
Healthcare

\$31.7 million
Lost
Productivity

\$7.4 million
Other



Green County population: 36,842²

Cost per Green County resident: \$1,193.44

We All Pay¹

\$44 million

\$18.5 million
Taxpayers

\$18.3 million
Excessive
Drinkers and
their Families

\$7.2 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Green County contributed to at least:

- 8 alcohol-related deaths³
- 231 alcohol-related hospitalizations⁴
- 380 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷

Green
County
23%

WI
23%

US
16%

Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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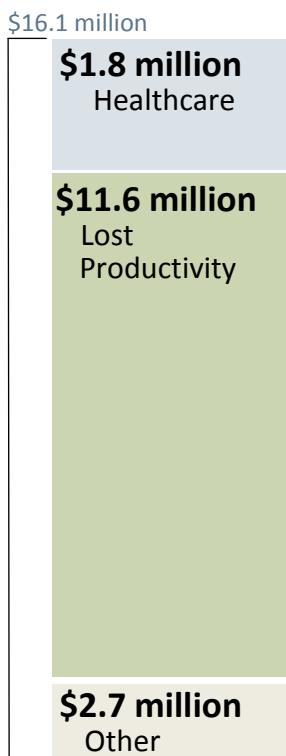
Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Green Lake County

Annual economic cost of excessive alcohol use in Green Lake County

\$16.1 MILLION

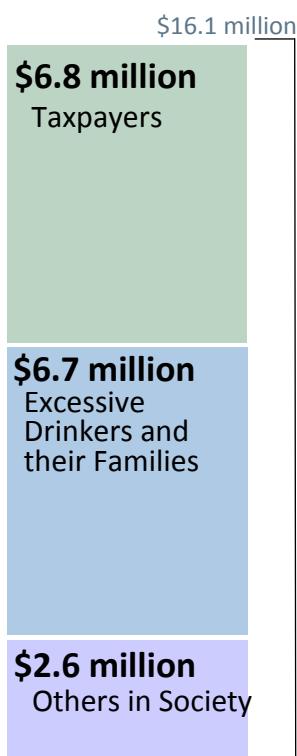
What We Pay For¹



Green Lake County population: 19,051²

Cost per Green Lake County resident: \$844.40

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Green Lake County contributed to at least:

- 7 alcohol-related deaths³
- 171 alcohol-related hospitalizations⁴
- 131 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

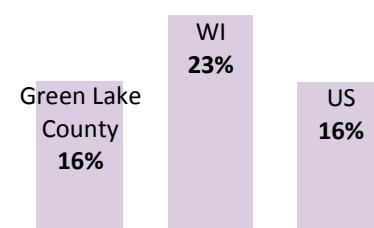
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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2013

The Cost of Excessive Alcohol Use in Iowa County

Annual economic cost of excessive alcohol use in Iowa County

\$29.3 MILLION

What We Pay For¹

\$29.3 million

\$3.2 million
Healthcare

\$21.2 million
Lost
Productivity

\$4.9 million
Other



Cost per Iowa County resident: \$1,238.78

We All Pay¹

\$29.3 million

\$12.4 million
Taxpayers

\$12.2 million
Excessive
Drinkers and
their Families

\$4.8 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Iowa County contributed to at least:

- 7 alcohol-related deaths³
- 155 alcohol-related hospitalizations⁴
- 111 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷

Iowa
County
24%

WI
23%

US
16%

Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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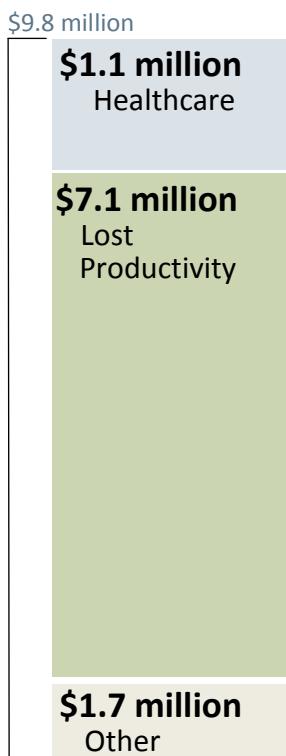
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2013

The Cost of Excessive Alcohol Use in Iron County

Annual economic cost of excessive alcohol use in Iron County

\$9.8 MILLION

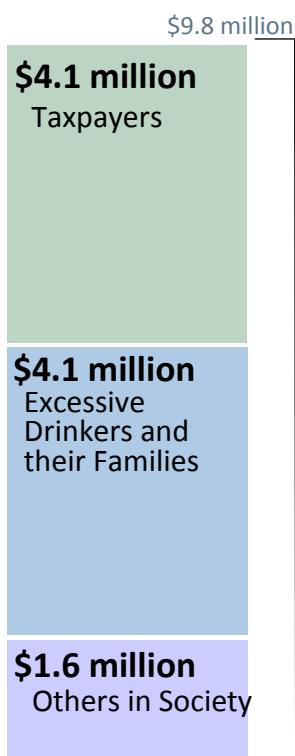
What We Pay For¹



Iron County population: 5,916²

Cost per Iron County resident: \$1,651.10

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Iron County contributed to at least:

- 2 alcohol-related deaths³
- 42 alcohol-related hospitalizations⁴
- 72 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

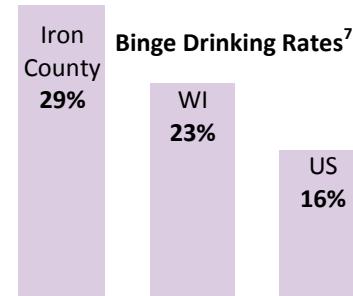
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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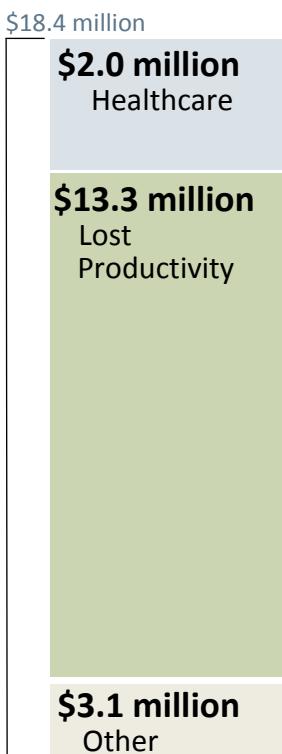
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2013

The Cost of Excessive Alcohol Use in Jackson County

Annual economic cost of excessive alcohol use in Jackson County

\$18.4 MILLION

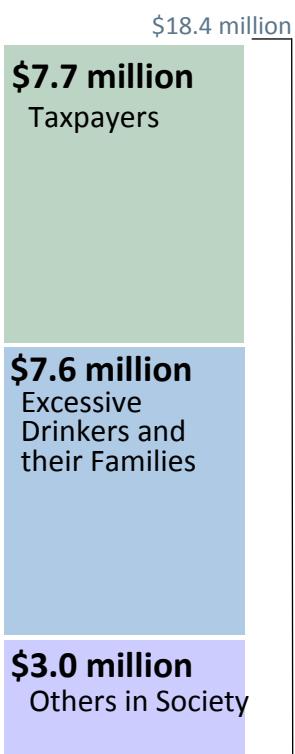
What We Pay For¹



Jackson County population: 20,449²

Cost per Jackson County resident: \$898.34

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Jackson County contributed to at least:

- 5 alcohol-related deaths³
- 175 alcohol-related hospitalizations⁴
- 155 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

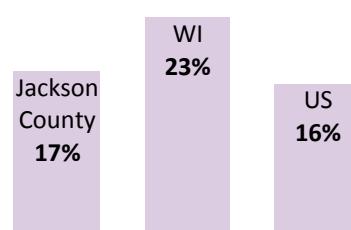
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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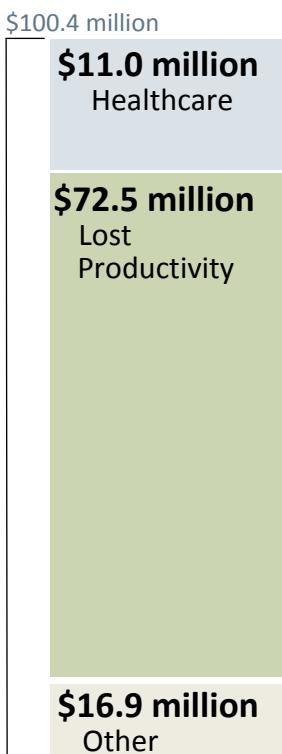
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Jefferson County

Annual economic cost of excessive alcohol use in Jefferson County

\$100.4 MILLION

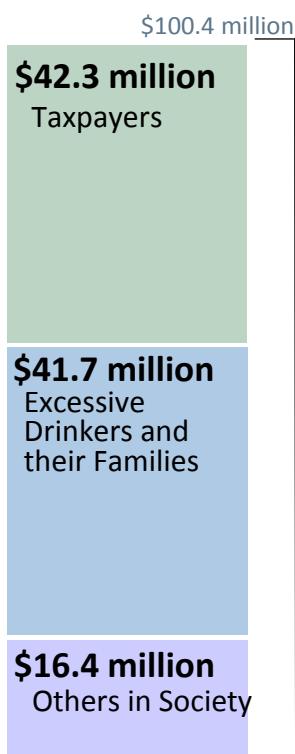
What We Pay For¹



Jefferson County population: 83,686²

Cost per Jefferson County resident: \$1,199.71

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Jefferson County contributed to at least:

- 18 alcohol-related deaths³
- 491 alcohol-related hospitalizations⁴
- 735 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

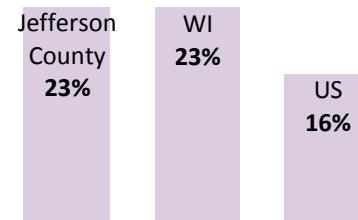
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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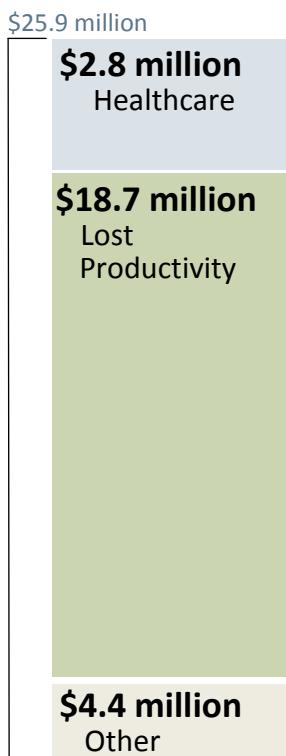
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Juneau County

Annual economic cost of excessive alcohol use in Juneau County

\$25.9 MILLION

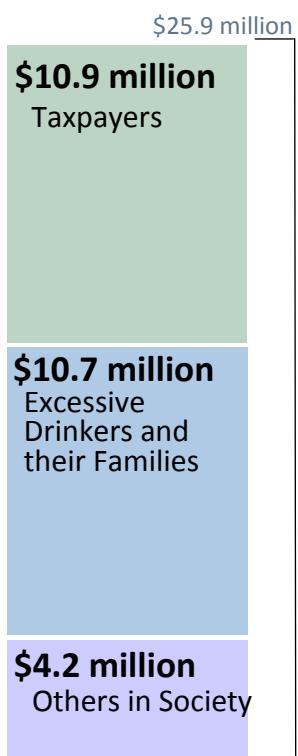
What We Pay For¹



Juneau County population: 26,664²

Cost per Juneau County resident: \$969.59

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Juneau County contributed to at least:

- 10 alcohol-related deaths³
- 213 alcohol-related hospitalizations⁴
- 63 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

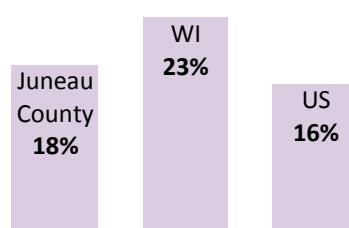
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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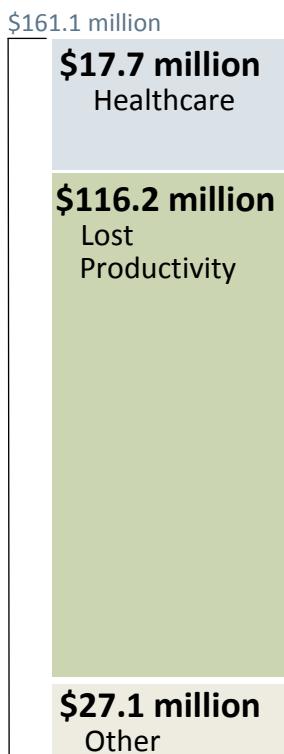


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Kenosha County

Annual economic cost of excessive alcohol use in Kenosha County **\$161.1 MILLION**

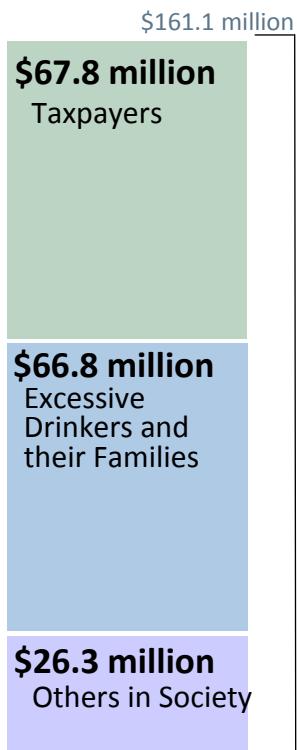
What We Pay For¹



Kenosha County population: 166,426²

Cost per Kenosha County resident: \$967.75

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Kenosha County contributed to at least:

- 45 alcohol-related deaths³
- 1,624 alcohol-related hospitalizations⁴
- 1,979 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

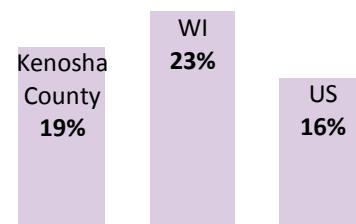
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Kewaunee County

Annual economic cost of excessive alcohol use in Kewaunee County

\$34.6 MILLION

What We Pay For¹

\$34.6 million

\$3.8 million
Healthcare

\$25.0 million
Lost
Productivity

\$5.8 million
Other



Kewaunee County population: 20,574²

Cost per Kewaunee County resident: \$1,680.75

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$34.6 million

\$14.6 million
Taxpayers

\$14.3 million
Excessive
Drinkers and
their Families

\$5.6 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Kewaunee County contributed to at least:

- 5 alcohol-related deaths³
- 138 alcohol-related hospitalizations⁴
- 176 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

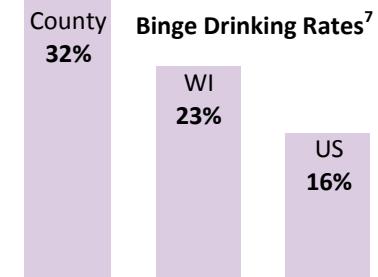
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Kewaunee

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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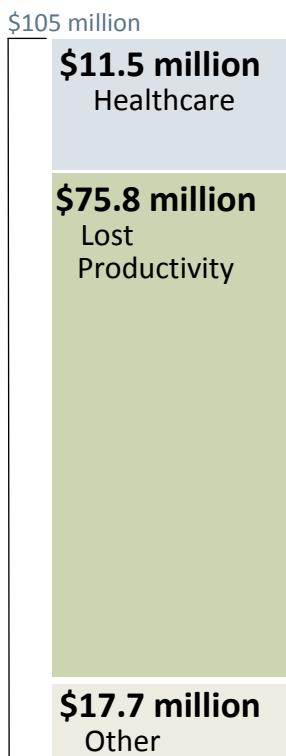


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in La Crosse County

Annual economic cost of excessive alcohol use in La Crosse County **\$105 MILLION**

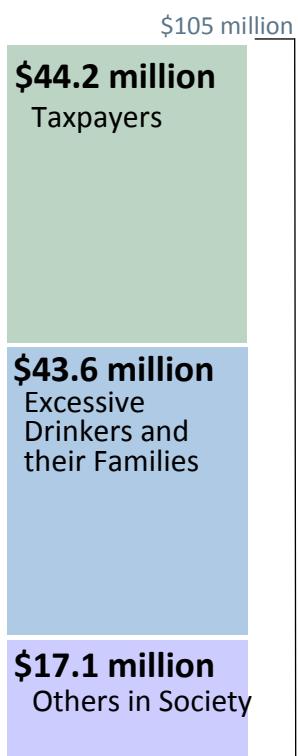
What We Pay For¹



La Crosse County population: 114,638²

Cost per La Crosse County resident: \$915.72

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in La Crosse County contributed to at least:

- 28 alcohol-related deaths³
- 1,285 alcohol-related hospitalizations⁴
- 2,044 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

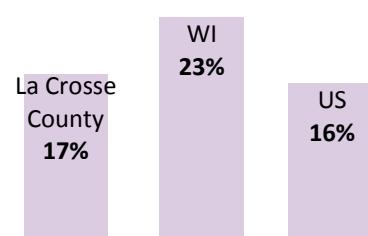
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
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- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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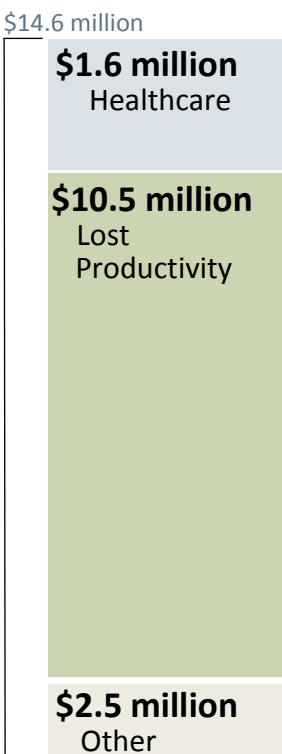
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Lafayette County

Annual economic cost of excessive alcohol use in Lafayette County

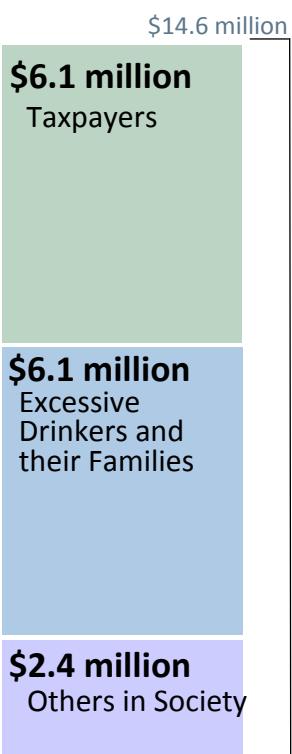
\$14.6 MILLION

What We Pay For¹



Cost per Lafayette County resident: \$865.88

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Lafayette County contributed to at least:

- 6 alcohol-related deaths³
- 80 alcohol-related hospitalizations⁴
- 118 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

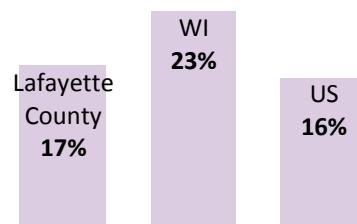
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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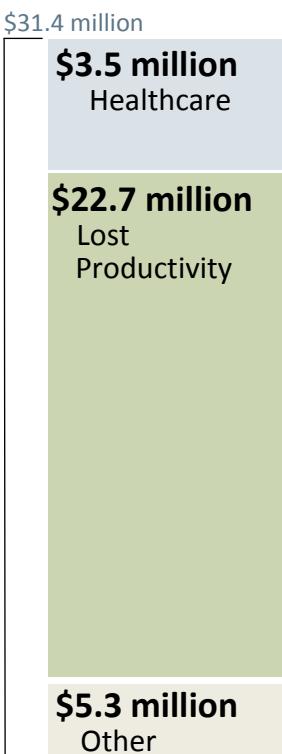


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Langlade County

Annual economic cost of excessive alcohol use in Langlade County **\$31.4 MILLION**

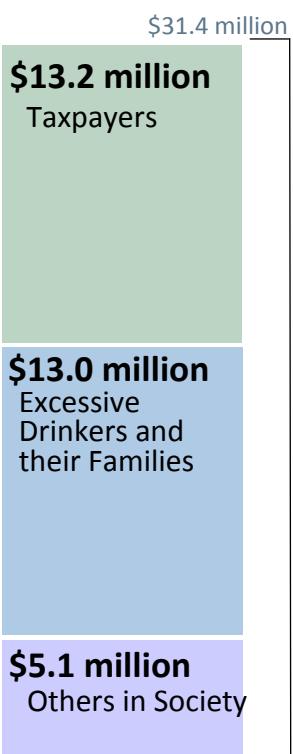
What We Pay For¹



Langlade County population: 19,977²

Cost per Langlade County resident: \$1,572.00

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Langlade County contributed to at least:

- 7 alcohol-related deaths³
- 200 alcohol-related hospitalizations⁴
- 162 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

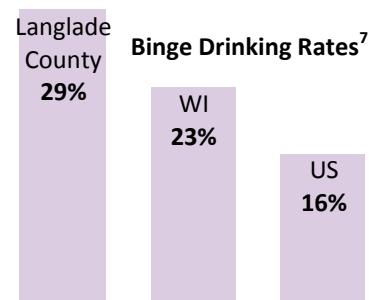
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
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2013

The Cost of Excessive Alcohol Use in Lincoln County

Annual economic cost of excessive alcohol use in Lincoln County

\$35.3 MILLION

What We Pay For¹

\$35.3 million

\$3.9 million
Healthcare

\$25.5 million
Lost
Productivity

\$6.0 million
Other



Lincoln County population: 28,943²

Cost per Lincoln County resident: \$1,229.51

We All Pay¹

\$35.3 million

\$14.9 million
Taxpayers

\$14.7 million
Excessive
Drinkers and
their Families

\$5.8 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Lincoln County contributed to at least:

- 10 alcohol-related deaths³
- 312 alcohol-related hospitalizations⁴
- 227 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷

Lincoln
County
23%

WI
23%

US
16%

Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



For questions regarding this report, please contact Penny Black at pdblack@wisc.edu



For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org



Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Manitowoc County

Annual economic cost of excessive alcohol use in Manitowoc County **\$117.1 MILLION**

What We Pay For¹

\$117.1 million

\$12.9 million
Healthcare

\$84.5 million
Lost
Productivity

\$19.7 million
Other



Manitowoc County population: 80,976²

Cost per Manitowoc County resident: \$1,437.82

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$117.1 million

\$49.3 million
Taxpayers

\$48.6 million
Excessive
Drinkers and
their Families

\$19.1 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Manitowoc County contributed to at least:

- 27 alcohol-related deaths³
- 665 alcohol-related hospitalizations⁴
- 889 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

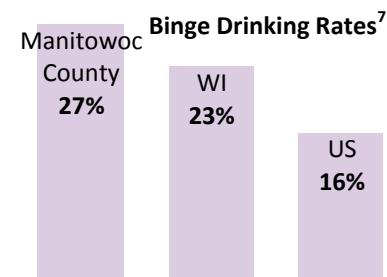
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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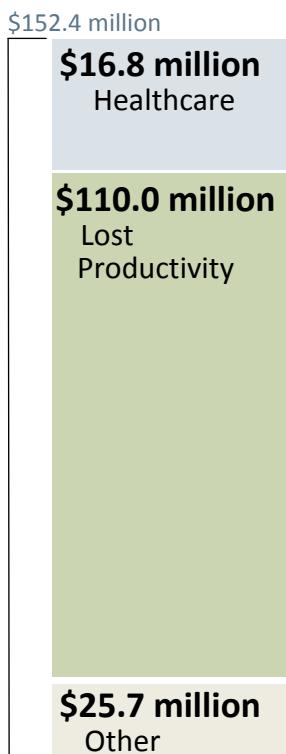


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Marathon County

Annual economic cost of excessive alcohol use in Marathon County **\$152.4 MILLION**

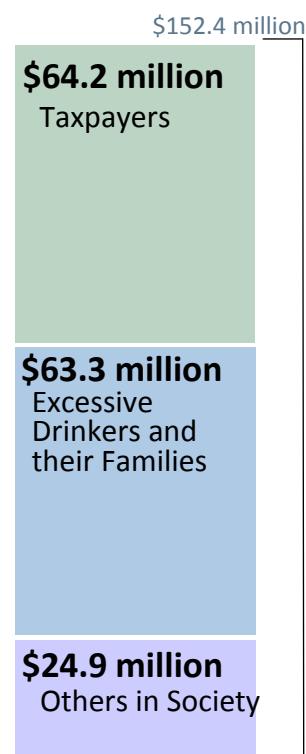
What We Pay For¹



Marathon County population: 134,400²

Cost per Marathon County resident: \$1,137.05

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Marathon County contributed to at least:

- 31 alcohol-related deaths³
- 1,318 alcohol-related hospitalizations⁴
- 1,392 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

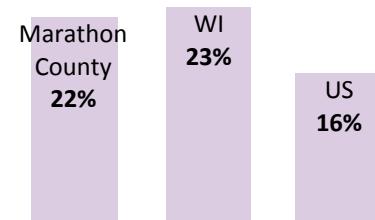
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge Drinking Rates⁷

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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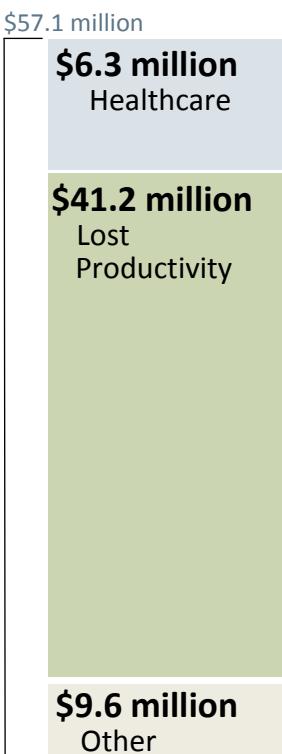


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Marinette County

Annual economic cost of excessive alcohol use in Marinette County **\$57.1 MILLION**

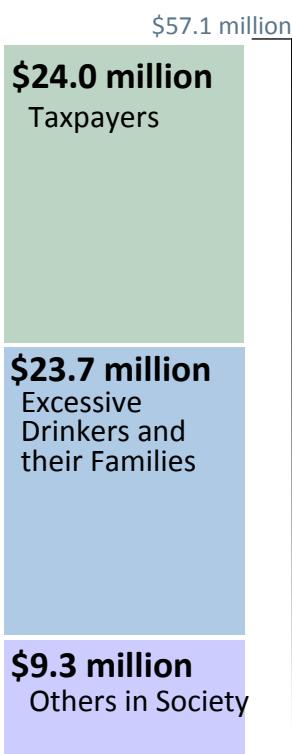
What We Pay For¹



Marinette County population: 41,656²

Cost per Marinette County resident: \$1,367.11

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Marinette County contributed to at least:

- 15 alcohol-related deaths³
- 415 alcohol-related hospitalizations⁴
- 370 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

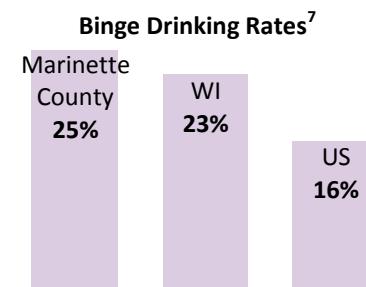
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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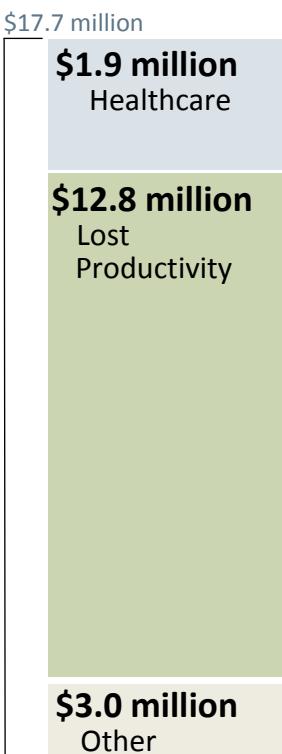


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Marquette County

Annual economic cost of excessive alcohol use in Marquette County **\$17.7 MILLION**

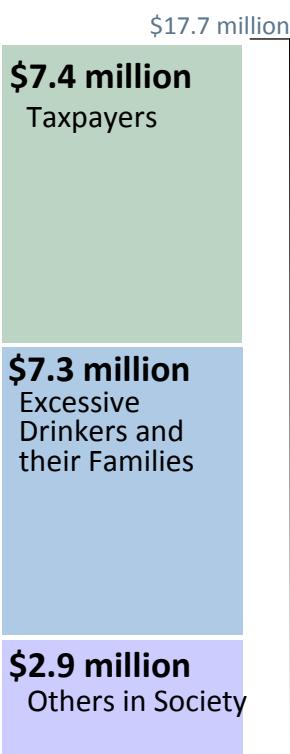
What We Pay For¹



Marquette County population: 15,439²

Cost per Marquette County resident: \$1,146.94

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Marquette County contributed to at least:

- 7 alcohol-related deaths³
- 154 alcohol-related hospitalizations⁴
- 71 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

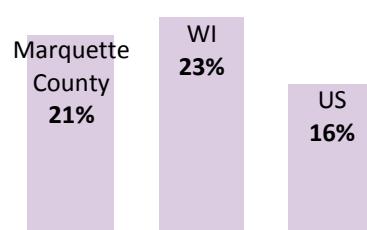
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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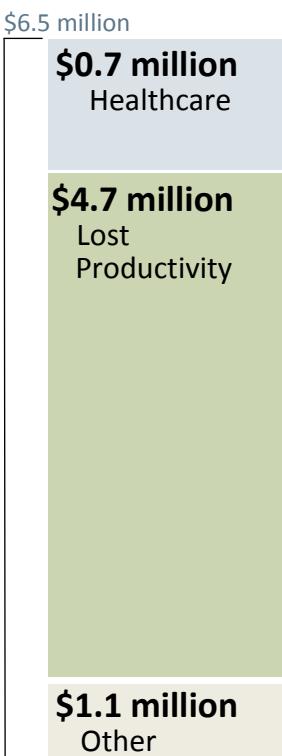


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Menominee County

Annual economic cost of excessive alcohol use in Menominee County **\$6.5 MILLION**

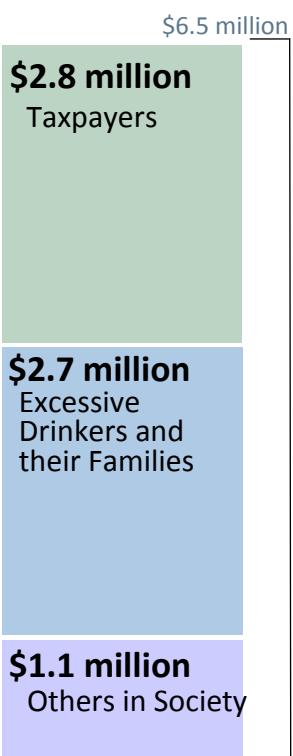
What We Pay For¹



Menominee County population: 4,348²

Cost per Menominee County resident: \$1,546.30

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Menominee County contributed to at least:

- 3 alcohol-related deaths³
- 106 alcohol-related hospitalizations⁴
- 136 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

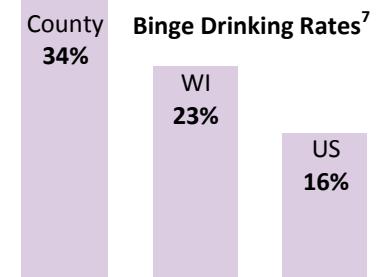
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Menominee

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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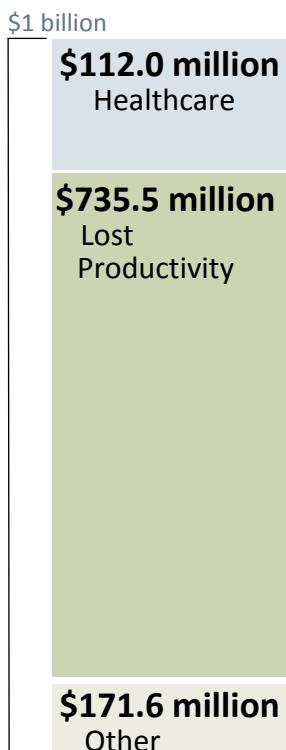


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Milwaukee County

Annual economic cost of excessive alcohol use in Milwaukee County **\$1 BILLION**

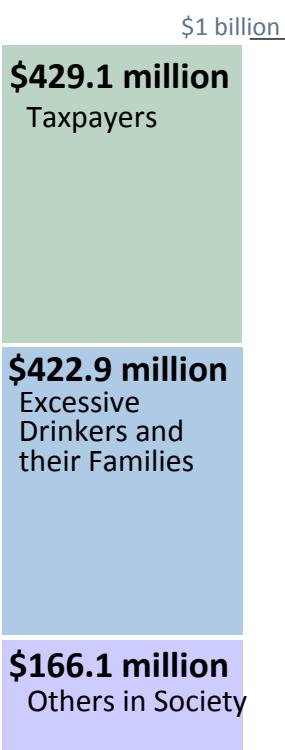
What We Pay For¹



Milwaukee County population: 952,532²

Cost per Milwaukee County resident: \$1,075.34

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Milwaukee County contributed to at least:

- 354 alcohol-related deaths³
- 10,393 alcohol-related hospitalizations⁴
- 6,387 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

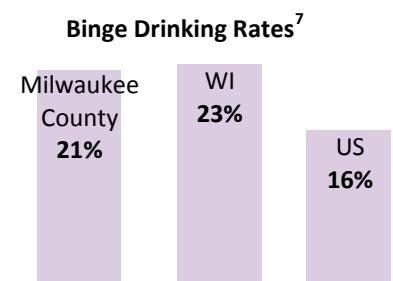
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, February 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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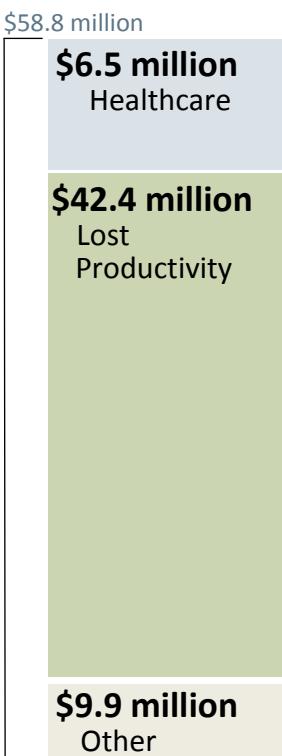
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2013

The Cost of Excessive Alcohol Use in Monroe County

Annual economic cost of excessive alcohol use in Monroe County

\$58.8 MILLION

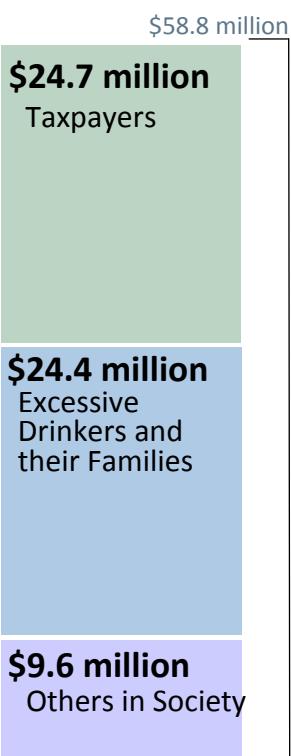
What We Pay For¹



Monroe County population: 45,050²

Cost per Monroe County resident: \$1,315.42

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Monroe County contributed to at least:

- 10 alcohol-related deaths³
- 336 alcohol-related hospitalizations⁴
- 419 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

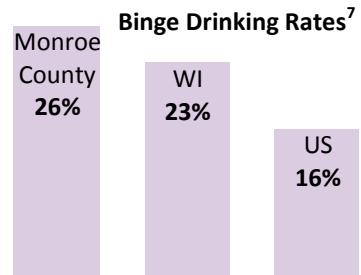
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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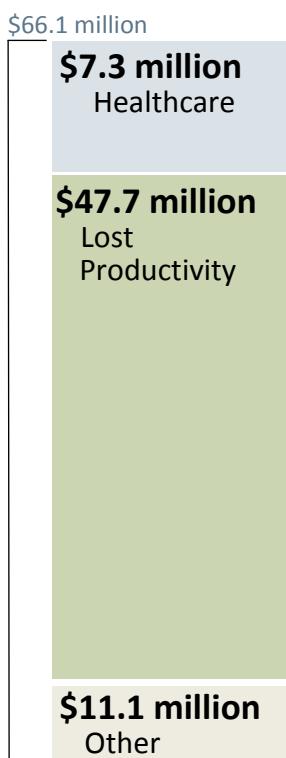
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Oconto County

Annual economic cost of excessive alcohol use in Oconto County

\$66.1 MILLION

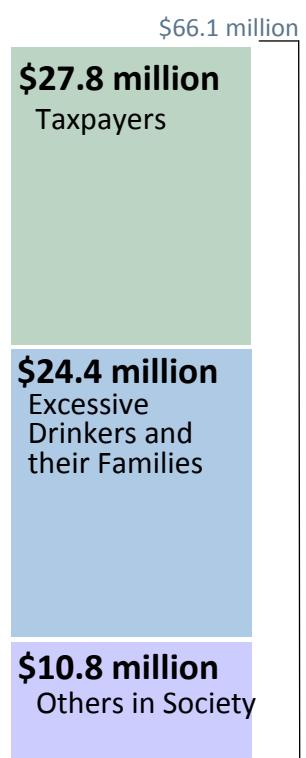
What We Pay For¹



Oconto County population: 37,468²

Cost per Oconto County resident: \$1,755.08

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Oconto County contributed to at least:

- 15 alcohol-related deaths³
- 260 alcohol-related hospitalizations⁴
- 171 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

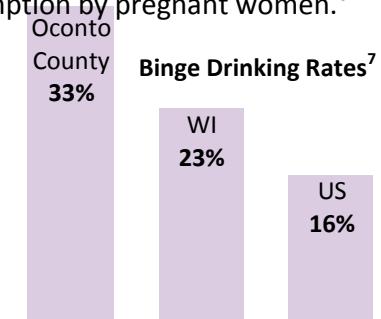
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
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2013

The Cost of Excessive Alcohol Use in Oneida County

Annual economic cost of excessive alcohol use in Oneida County

\$38.2 MILLION

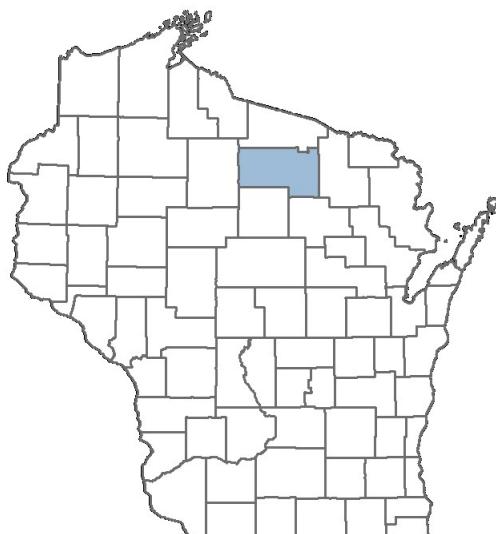
What We Pay For¹

\$38.2 million

\$4.2 million
Healthcare

\$27.6 million
Lost
Productivity

\$6.4 million
Other



Oneida County population: 35,801²

Cost per Oneida County resident: \$1,062.32

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$38.2 million

\$16.1 million
Taxpayers

\$15.9 million
Excessive
Drinkers and
their Families

\$6.2 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Oneida County contributed to at least:

- 10 alcohol-related deaths³
- 320 alcohol-related hospitalizations⁴
- 341 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

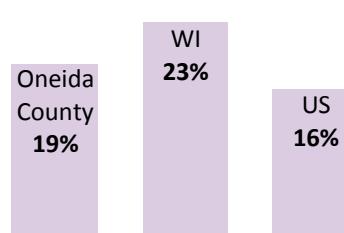
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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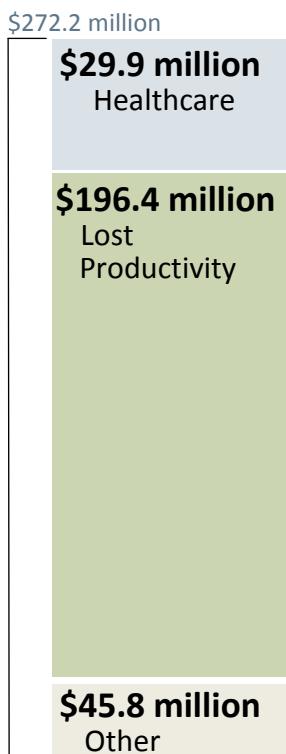


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Outagamie County

Annual economic cost of excessive alcohol use in Outagamie County **\$272.2 MILLION**

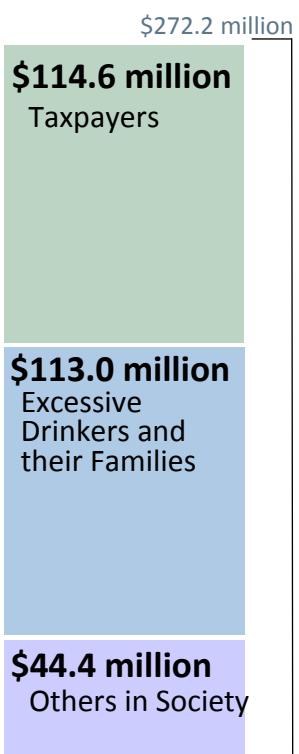
What We Pay For¹



Outagamie County population: 177,913²

Cost per Outagamie County resident: \$1,540.30

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Outagamie County contributed to at least:

- 34 alcohol-related deaths³
- 1,364 alcohol-related hospitalizations⁴
- 1,980 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

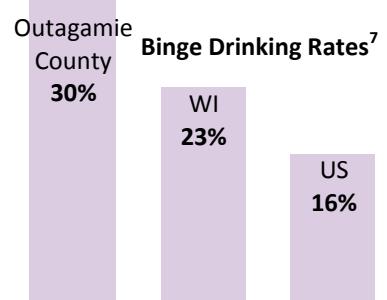
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



For questions regarding this report, please contact Penny Black at pdblack@wisc.edu



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2013

The Cost of Excessive Alcohol Use in Ozaukee County

Annual economic cost of excessive alcohol use in Ozaukee County

\$77.2 MILLION

What We Pay For¹

\$77.2 million

\$8.5 million
Healthcare

\$55.7 million
Lost
Productivity

\$13.0 million
Other



Ozaukee County population: 86,568²

Cost per Ozaukee County resident: \$893.70

We All Pay¹

\$77.2 million

\$32.5 million
Taxpayers

\$32.0 million
Excessive
Drinkers and
their Families

\$12.6 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Ozaukee County contributed to at least:

- 15 alcohol-related deaths³
- 631 alcohol-related hospitalizations⁴
- 670 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

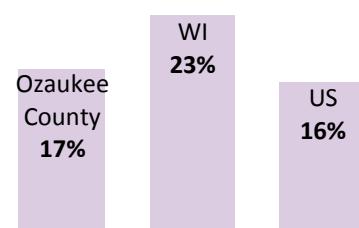
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

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- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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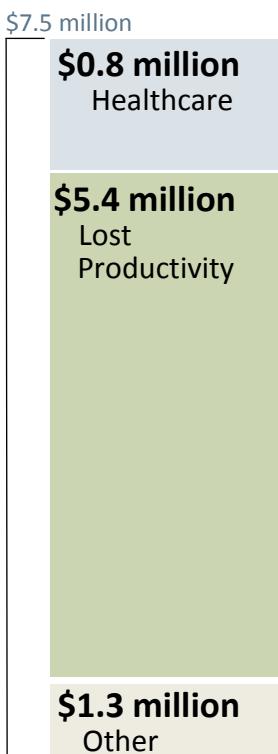
Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Pepin County

Annual economic cost of excessive alcohol use in Pepin County

\$7.5 MILLION

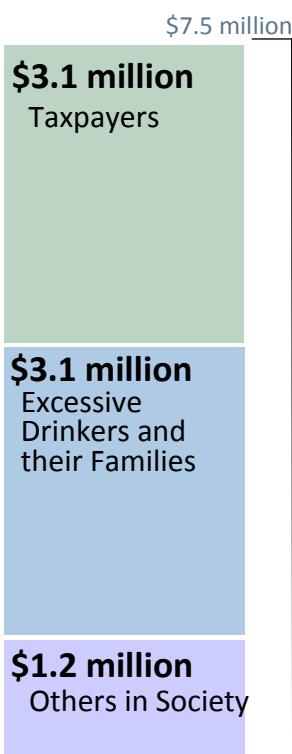
What We Pay For¹



Pepin County population: 7,412²

Cost per Pepin County resident: \$998.84

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Pepin County contributed to at least:

- 1 alcohol-related death³
- 35 alcohol-related hospitalizations⁴
- 28 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

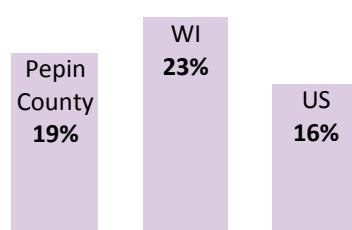
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Pierce County

Annual economic cost of excessive alcohol use in Pierce County

\$67.8 MILLION

What We Pay For¹

\$67.8 million

\$7.5 million
Healthcare

\$48.9 million
Lost
Productivity

\$11.4 million
Other



Pierce County population: 40,862²

Cost per Pierce County resident: \$1,652.94

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$67.8 million

\$28.5 million
Taxpayers

\$28.1 million
Excessive
Drinkers and
their Families

\$11.1 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Pierce County contributed to at least:

- 13 alcohol-related deaths³
- 155 alcohol-related hospitalizations⁴
- 634 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Pierce
County
31%

Binge Drinking Rates⁷

WI
23%

US
16%

Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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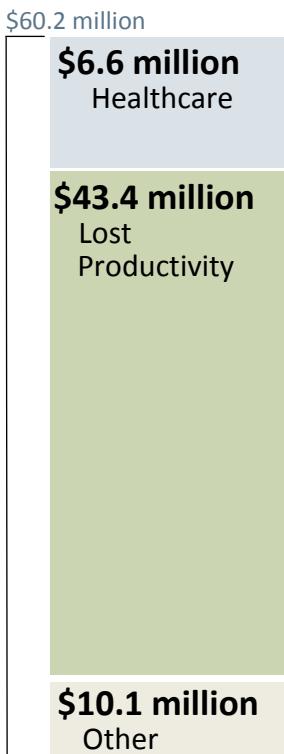
Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Polk County

Annual economic cost of excessive alcohol use in Polk County

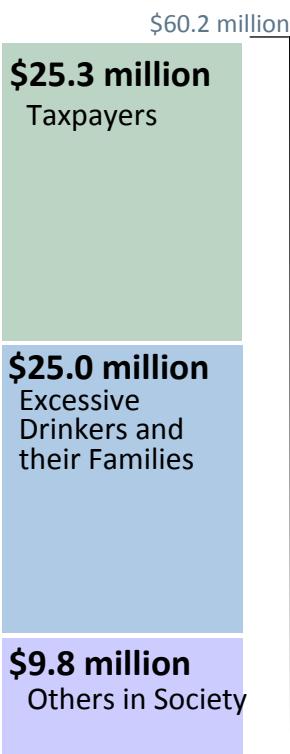
\$60.2 MILLION

What We Pay For¹



Cost per Polk County resident: \$1,361.52

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Polk County contributed to at least:

- 13 alcohol-related deaths³
- 258 alcohol-related hospitalizations⁴
- 446 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

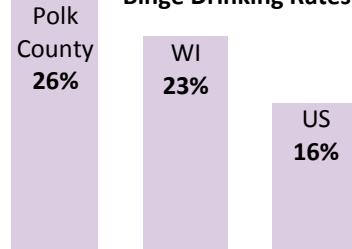
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Portage County

Annual economic cost of excessive alcohol use in Portage County

\$76 MILLION

What We Pay For¹

\$76 million

\$8.4 million
Healthcare

\$54.9 million
Lost
Productivity

\$12.8 million
Other



Portage County population: 70,084²

Cost per Portage County resident: \$1,085.50

We All Pay¹

\$76 million

\$32.0 million
Taxpayers

\$31.5 million
Excessive
Drinkers and
their Families

\$12.4 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Portage County contributed to at least:

- 20 alcohol-related deaths³
- 590 alcohol-related hospitalizations⁴
- 815 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

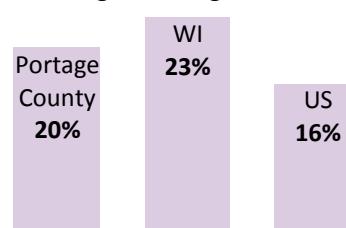
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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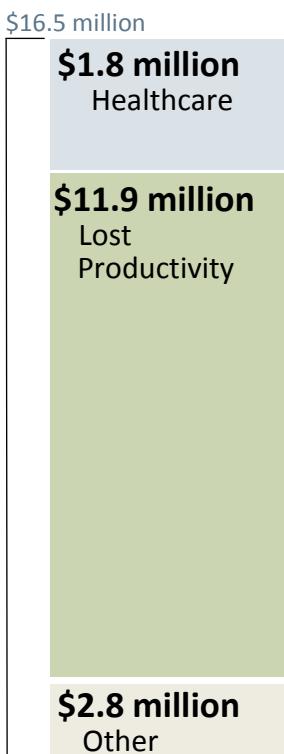
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2013

The Cost of Excessive Alcohol Use in Price County

Annual economic cost of excessive alcohol use in Price County

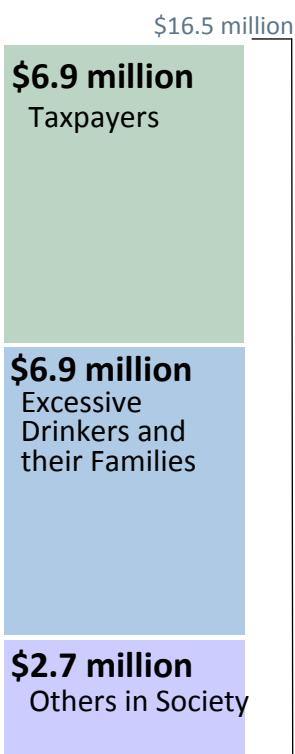
\$16.5 MILLION

What We Pay For¹



Cost per Price County resident: \$1,165.55

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Price County contributed to at least:

- 3 alcohol-related deaths³
- 126 alcohol-related hospitalizations⁴
- 117 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

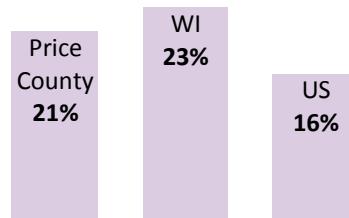
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

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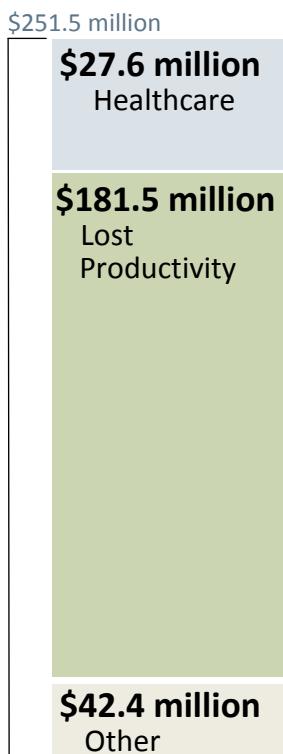
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Racine County

Annual economic cost of excessive alcohol use in Racine County

\$251.5 MILLION

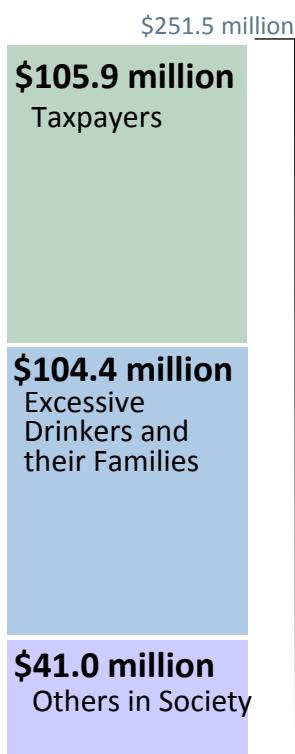
What We Pay For¹



Racine County population: 195,388²

Cost per Racine County resident: \$1,286.99

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Racine County contributed to at least:

- 49 alcohol-related deaths³
- 1,926 alcohol-related hospitalizations⁴
- 1,002 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

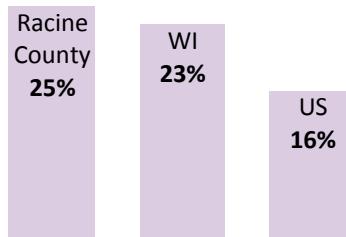
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

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- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

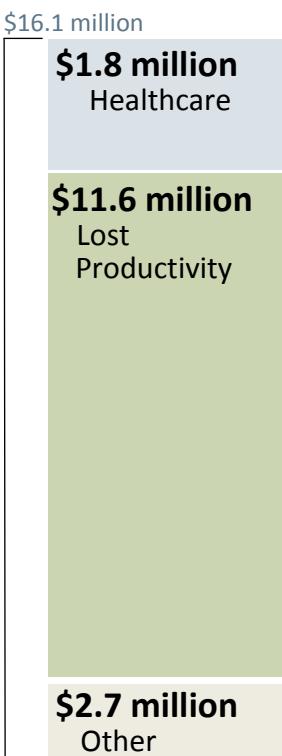


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Richland County

Annual economic cost of excessive alcohol use in Richland County **\$16.1 MILLION**

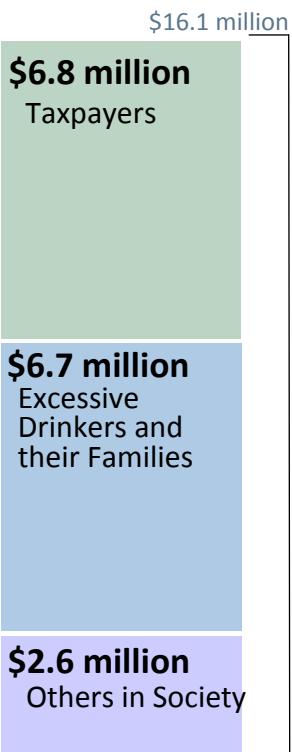
What We Pay For¹



Richland County population: 17,983²

Cost per Richland County resident: \$891.38

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Richland County contributed to at least:

- 4 alcohol-related deaths³
- 133 alcohol-related hospitalizations⁴
- 117 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

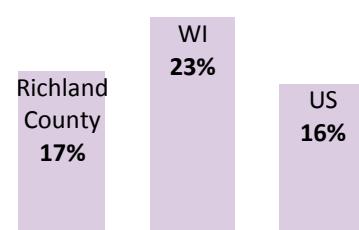
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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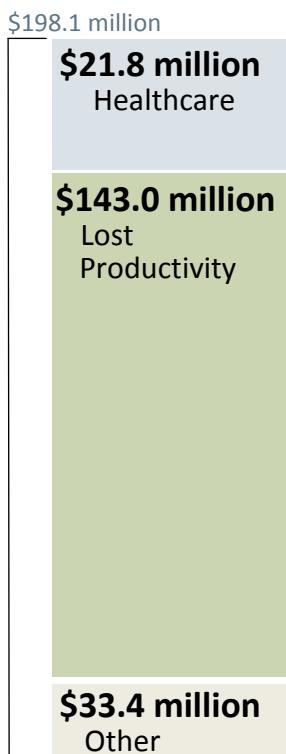


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Rock County

Annual economic cost of excessive alcohol use in Rock County **\$198.1 MILLION**

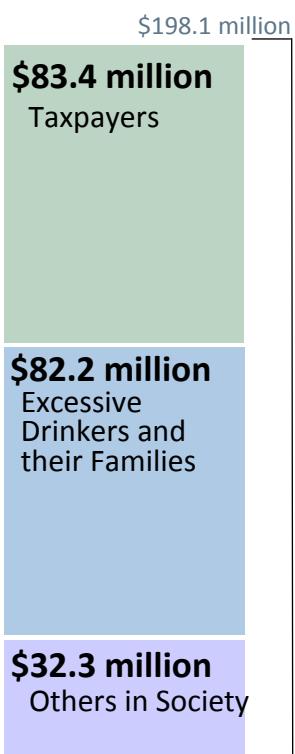
What We Pay For¹



Rock County population: 160,092²

Cost per Rock County resident: \$1,235.51

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Rock County contributed to at least:

- 45 alcohol-related deaths³
- 1,310 alcohol-related hospitalizations⁴
- 1,675 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

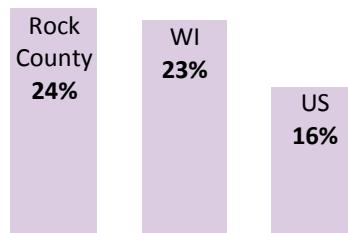
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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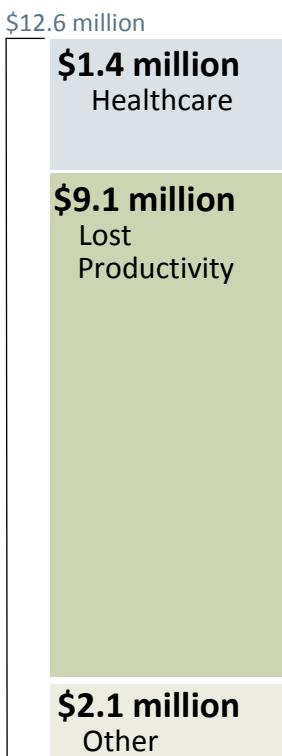
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Rusk County

Annual economic cost of excessive alcohol use in Rusk County

\$12.6 MILLION

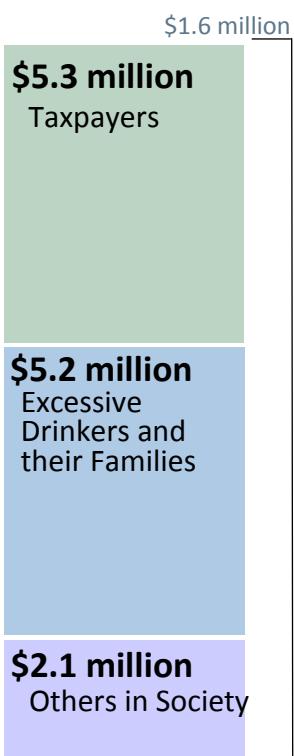
What We Pay For¹



Rusk County population: 14,621²

Cost per Rusk County resident: \$850.95

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Rusk County contributed to at least:

- 3 alcohol-related deaths³
- 123 alcohol-related hospitalizations⁴
- 94 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

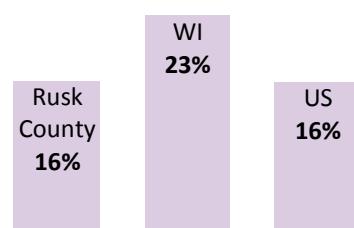
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Saint Croix County

Annual economic cost of excessive alcohol use in Saint Croix County **\$105.2 MILLION**

What We Pay For¹

\$105.2 million

\$11.6 million
Healthcare

\$76.0 million
Lost
Productivity

\$17.7 million
Other



Saint Croix County population: 84,922²

Cost per Saint Croix County resident: \$1,247.78

We All Pay¹

\$105.2 million

\$44.3 million
Taxpayers

\$43.7 million
Excessive
Drinkers and
their Families

\$17.2 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Saint Croix County contributed to at least:

- 11 alcohol-related deaths³
- 270 alcohol-related hospitalizations⁴
- 603 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

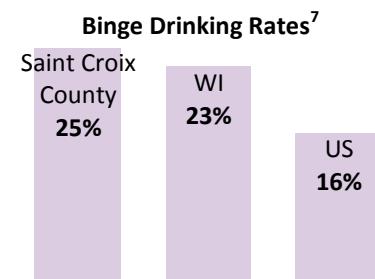
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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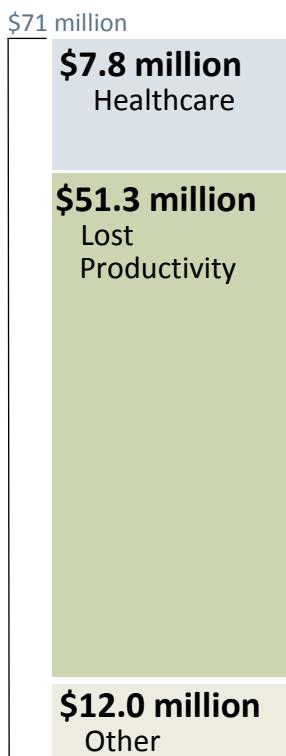
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Sauk County

Annual economic cost of excessive alcohol use in Sauk County

\$71 MILLION

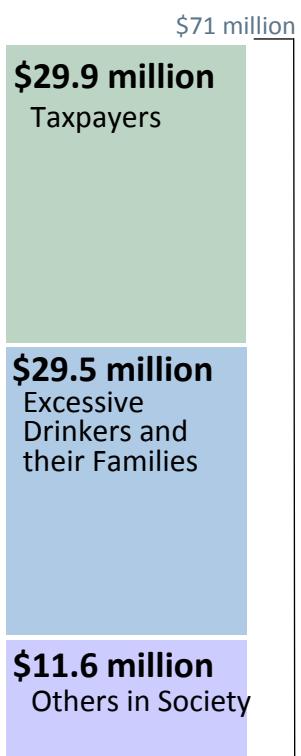
What We Pay For¹



Sauk County population: 62,290²

Cost per Sauk County resident: \$1,146.05

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Sauk County contributed to at least:

- 18 alcohol-related deaths³
- 126 alcohol-related hospitalizations⁴
- 240 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

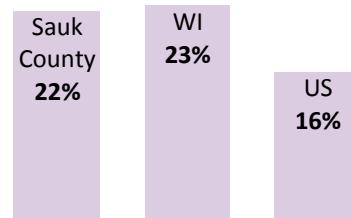
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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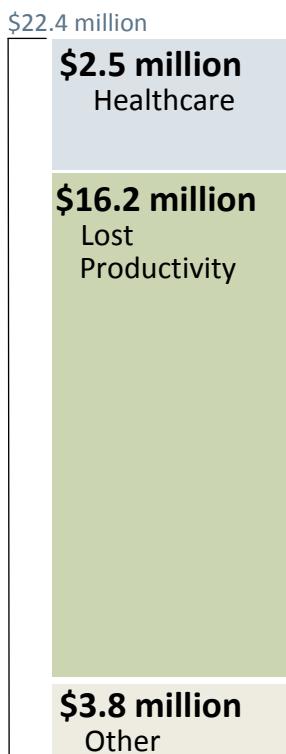
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Sawyer County

Annual economic cost of excessive alcohol use in Sawyer County

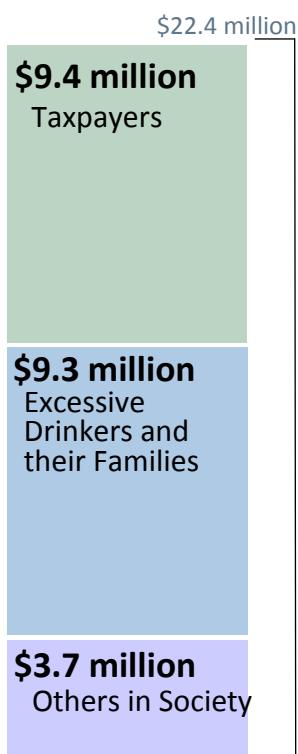
\$22.4 MILLION

What We Pay For¹



Cost per Sawyer County resident: \$1,353.47

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Sawyer County contributed to at least:

- 7 alcohol-related deaths³
- 153 alcohol-related hospitalizations⁴
- 187 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

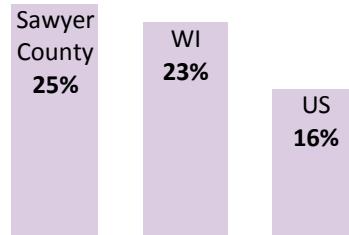
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
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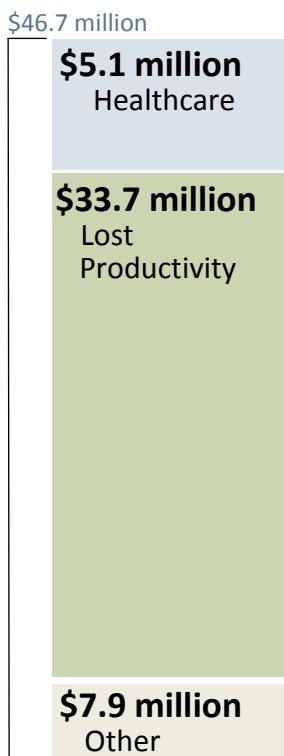


Funding for this project was provided by the
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2013

The Cost of Excessive Alcohol Use in Shawano County

Annual economic cost of excessive alcohol use in Shawano County **\$46.7 MILLION**

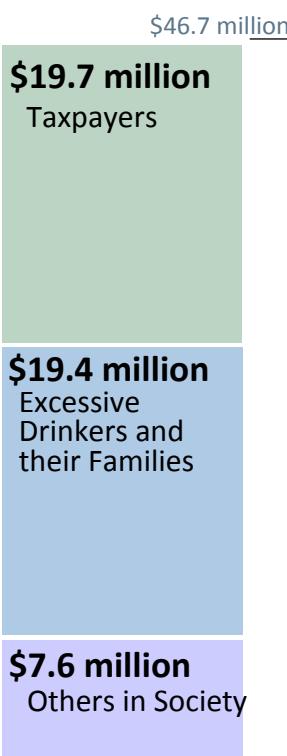
What We Pay For¹



Shawano County population: 41,754²

Cost per Shawano County resident: \$1,114.01

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Shawano County contributed to at least:

- 11 alcohol-related deaths³
- 341 alcohol-related hospitalizations⁴
- 579 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

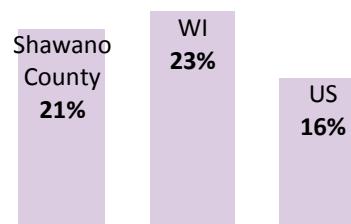
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Sheboygan County

Annual economic cost of excessive alcohol use in Sheboygan County **\$192.8 MILLION**

What We Pay For¹

\$192.8 million

\$21.2 million
Healthcare

\$139.2 million
Lost
Productivity

\$32.5 million
Other



Sheboygan County population: 115,149²

Cost per Sheboygan County resident: \$1,669.17

We All Pay¹

\$192.8 million

\$81.2 million
Taxpayers

\$80.0 million
Excessive
Drinkers and
their Families

\$31.4 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Sheboygan County contributed to at least:

- 27 alcohol-related deaths³
- 972 alcohol-related hospitalizations⁴
- 888 alcohol-related arrests⁵

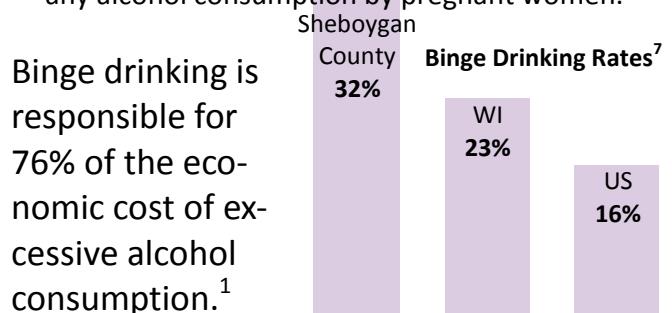
For more details, please refer to the full report, available online at

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How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

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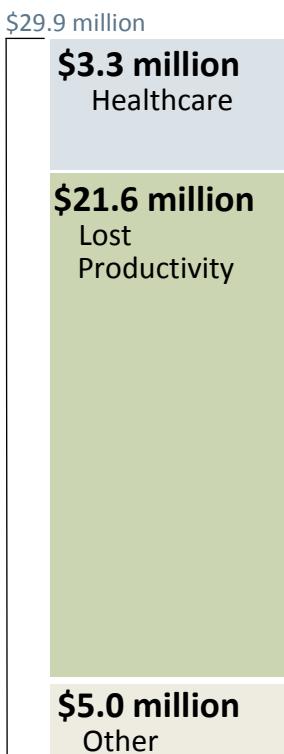
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Taylor County

Annual economic cost of excessive alcohol use in Taylor County

\$29.9 MILLION

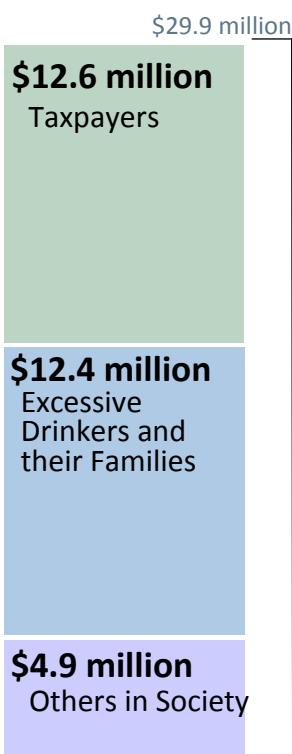
What We Pay For¹



Taylor County population: 20,661²

Cost per Taylor County resident: \$1,447.16

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Taylor County contributed to at least:

- 5 alcohol-related deaths³
- 126 alcohol-related hospitalizations⁴
- 240 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

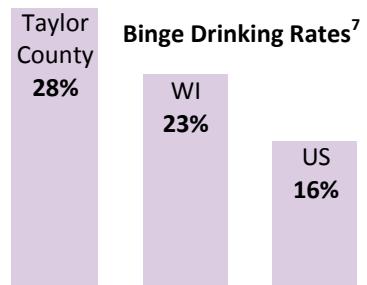
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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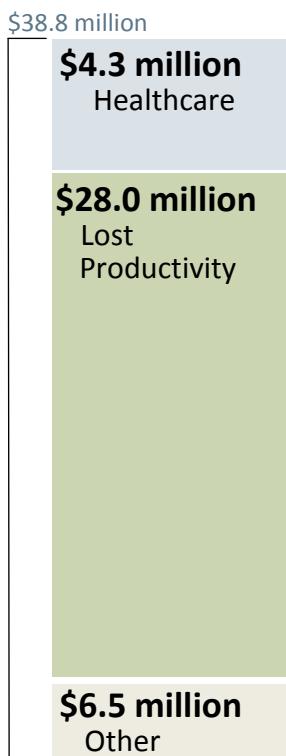


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Trempealeau County

Annual economic cost of excessive alcohol use in Trempealeau County **\$38.8 MILLION**

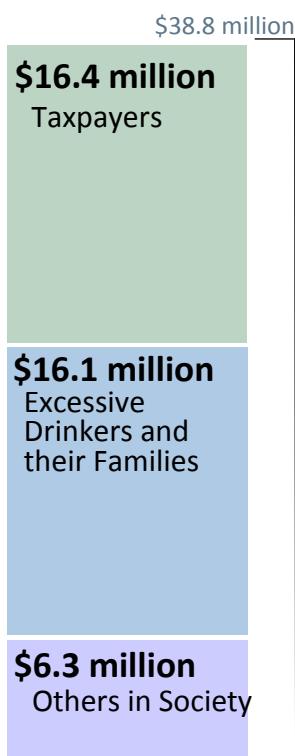
What We Pay For¹



Trempealeau County population: 29,001²

Cost per Trempealeau County resident: \$1,447.16

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Trempealeau County contributed to at least:

- 7 alcohol-related deaths³
- 266 alcohol-related hospitalizations⁴
- 204 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

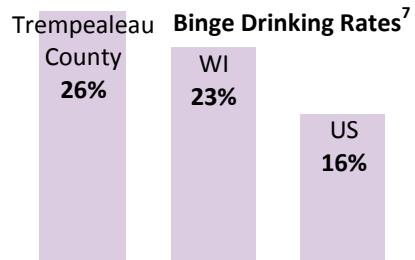
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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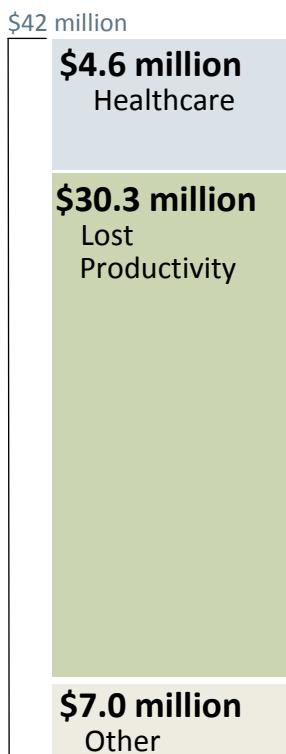
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Vernon County

Annual economic cost of excessive alcohol use in Vernon County

\$42 MILLION

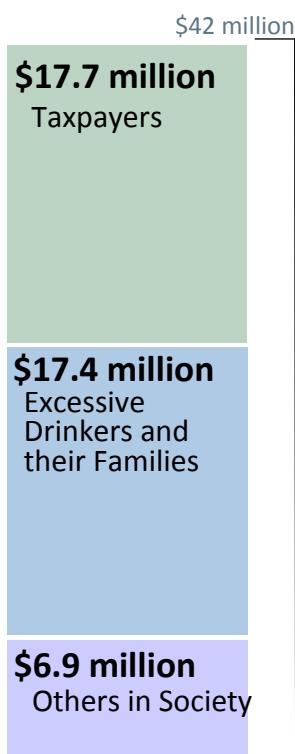
What We Pay For¹



Vernon County population: 29,954²

Cost per Vernon County resident: \$1,410.88

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Vernon County contributed to at least:

- 8 alcohol-related deaths³
- 234 alcohol-related hospitalizations⁴
- 118 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

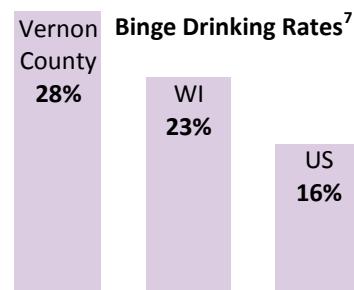
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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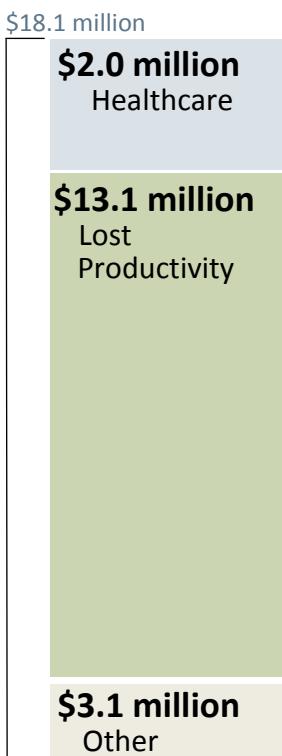
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Vilas County

Annual economic cost of excessive alcohol use in Vilas County

\$18.1 MILLION

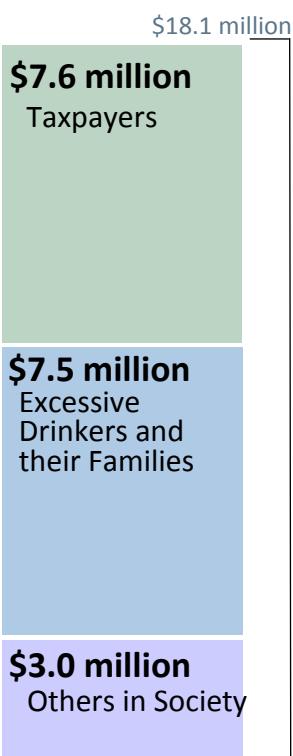
What We Pay For¹



Vilas County population: 21,442²

Cost per Vilas County resident: \$844.81

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Vilas County contributed to at least:

- 8 alcohol-related deaths³
- 350 alcohol-related hospitalizations⁴
- 311 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

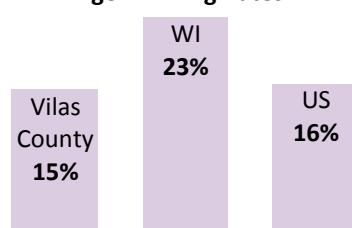
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Walworth County

Annual economic cost of excessive alcohol use in Walworth County **\$112.9 MILLION**

What We Pay For¹

\$112.9 million

\$12.4 million
Healthcare

\$81.5 million
Lost
Productivity

\$19.0 million
Other



Walworth County population: 102,931²

Cost per Walworth County resident: \$1,103.98

We All Pay¹

\$112.9 million

\$47.5 million
Taxpayers

\$46.8 million
Excessive
Drinkers and
their Families

\$18.4 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Walworth County contributed to at least:

- 26 alcohol-related deaths³
- 709 alcohol-related hospitalizations⁴
- 2,096 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Washburn County

Annual economic cost of excessive alcohol use in Washburn County

\$13.9 MILLION

What We Pay For¹

\$13.9 million

\$1.5 million
Healthcare

\$10.0 million
Lost
Productivity

\$2.3 million
Other



Washburn County population: 15,912²

Cost per Washburn County resident: \$874.95

We All Pay¹

\$13.9 million

\$5.9 million
Taxpayers

\$5.8 million
Excessive
Drinkers and
their Families

\$2.3 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Washburn County contributed to at least:

- 4 alcohol-related deaths³
- 148 alcohol-related hospitalizations⁴
- 126 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

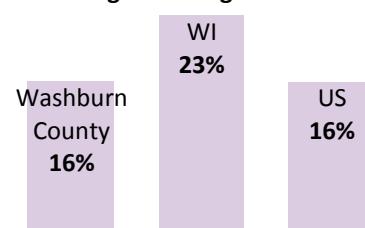
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Washington County

Annual economic cost of excessive alcohol use in Washington County **\$157.2 MILLION**

What We Pay For¹

\$157.2 million

\$17.3 million
Healthcare

\$113.5 million
Lost
Productivity

\$26.5 million
Other



Washington County population: 132,386²

Cost per Washington County resident: \$1,191.87

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$157.2 million

\$66.2 million
Taxpayers

\$65.2 million
Excessive
Drinkers and
their Families

\$25.6 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Washington County contributed to at least:

- 34 alcohol-related deaths³
- 924 alcohol-related hospitalizations⁴
- 1,235 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

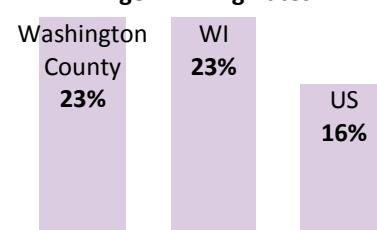
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
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- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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2013

The Cost of Excessive Alcohol Use in Waukesha County

Annual economic cost of excessive alcohol use in Waukesha County

\$366.1 MILLION

What We Pay For¹

\$366.1 million

\$40.2 million
Healthcare

\$264.2 million
Lost
Productivity

\$61.7 million
Other



Waukesha County population: 390,730²

Cost per Waukesha County resident: \$938.91

We All Pay¹

\$366.1 million

\$154.1 million
Taxpayers

\$151.9 million
Excessive
Drinkers and
their Families

\$59.7 million
Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Waukesha County contributed to at least:

- 86 alcohol-related deaths³
- 3,069 alcohol-related hospitalizations⁴
- 2,349 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

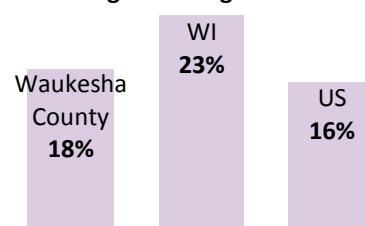
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

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- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
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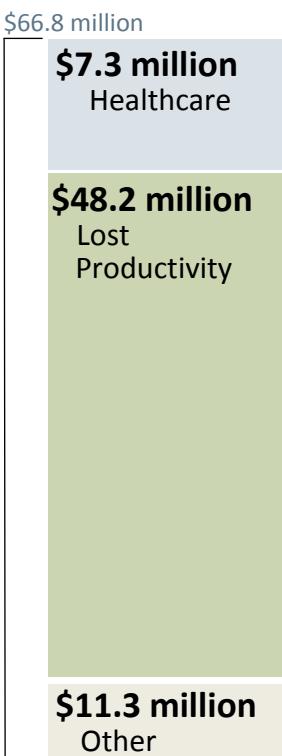
Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Waupaca County

Annual economic cost of excessive alcohol use in Waupaca County

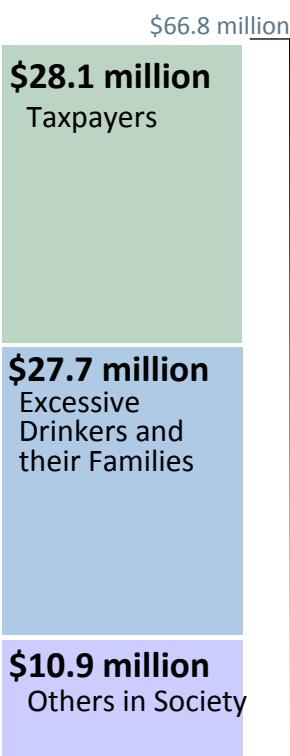
\$66.8 MILLION

What We Pay For¹



Cost per Waupaca County resident: \$1,274.79

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Waupaca County contributed to at least:

- 16 alcohol-related deaths³
- 425 alcohol-related hospitalizations⁴
- 463 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

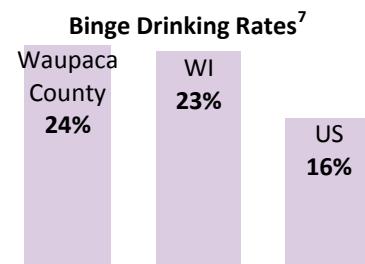
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
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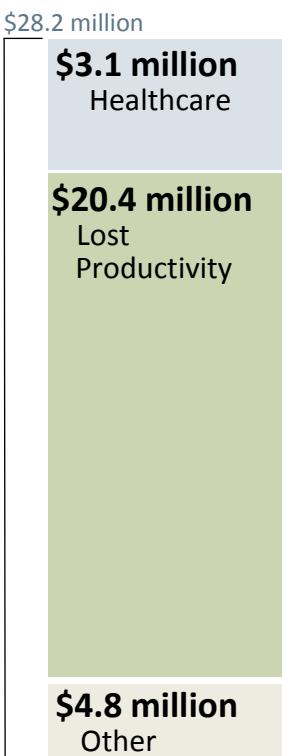


Funding for this project was provided by the
University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013

The Cost of Excessive Alcohol Use in Waushara County

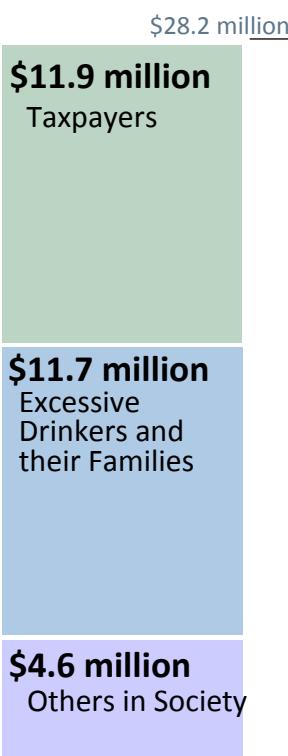
Annual economic cost of excessive alcohol use in Waushara County **\$28.2 MILLION**

What We Pay For¹



Cost per Waushara County resident: \$1,152.67

We All Pay¹



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Waushara County contributed to at least:

- 6 alcohol-related deaths³
- 202 alcohol-related hospitalizations⁴
- 235 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

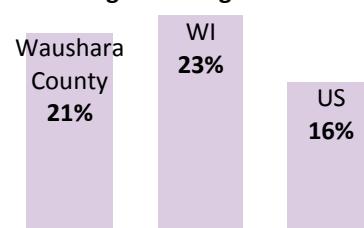
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. Morbidity and Mortality Weekly Report; 61(1):14-19, 2012.
- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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The Cost of Excessive Alcohol Use in Winnebago County

Annual economic cost of excessive alcohol use in Winnebago County **\$214.8 MILLION**

What We Pay For¹

\$214.8 million

\$23.6 million
Healthcare

\$155.0 million
Lost
Productivity

\$36.2 million
Other



Winnebago County population: 167,699²

Cost per Winnebago County resident: \$1,286.24

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$214.8 million

\$90.4 million
Taxpayers

\$89.1 million
Excessive
Drinkers and
their Families

\$35.0 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Winnebago County contributed to at least:

- 43 alcohol-related deaths³
- 1,581 alcohol-related hospitalizations⁴
- 3,173 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

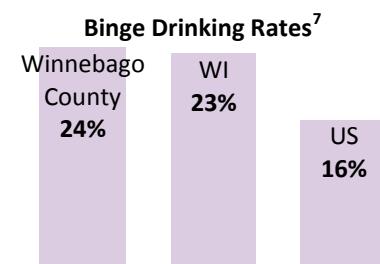
<http://uwphi.pophealth.wisc.edu/>.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹



Suggested Citation

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References and Notes

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- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
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- 7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.



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The Cost of Excessive Alcohol Use in Wood County

Annual economic cost of excessive alcohol use in Wood County

\$7.3 MILLION

What We Pay For¹

\$7.3 million

\$0.8 million
Healthcare

\$5.2 million
Lost
Productivity

\$1.2 million
Other



Wood County population: 7,108²

Cost per Wood County resident: \$1,007.91

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

We All Pay¹

\$7.3 million

\$3.1 million
Taxpayers

\$3.0 million
Excessive
Drinkers and
their Families

\$1.2 million
Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Wood County contributed to at least:

- 15 alcohol-related deaths³
- 811 alcohol-related hospitalizations⁴
- 942 alcohol-related arrests⁵

For more details, please refer to the full report, available online at

<http://uwphi.pophealth.wisc.edu/>.

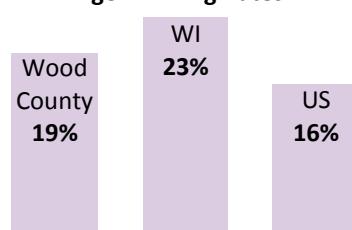
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

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